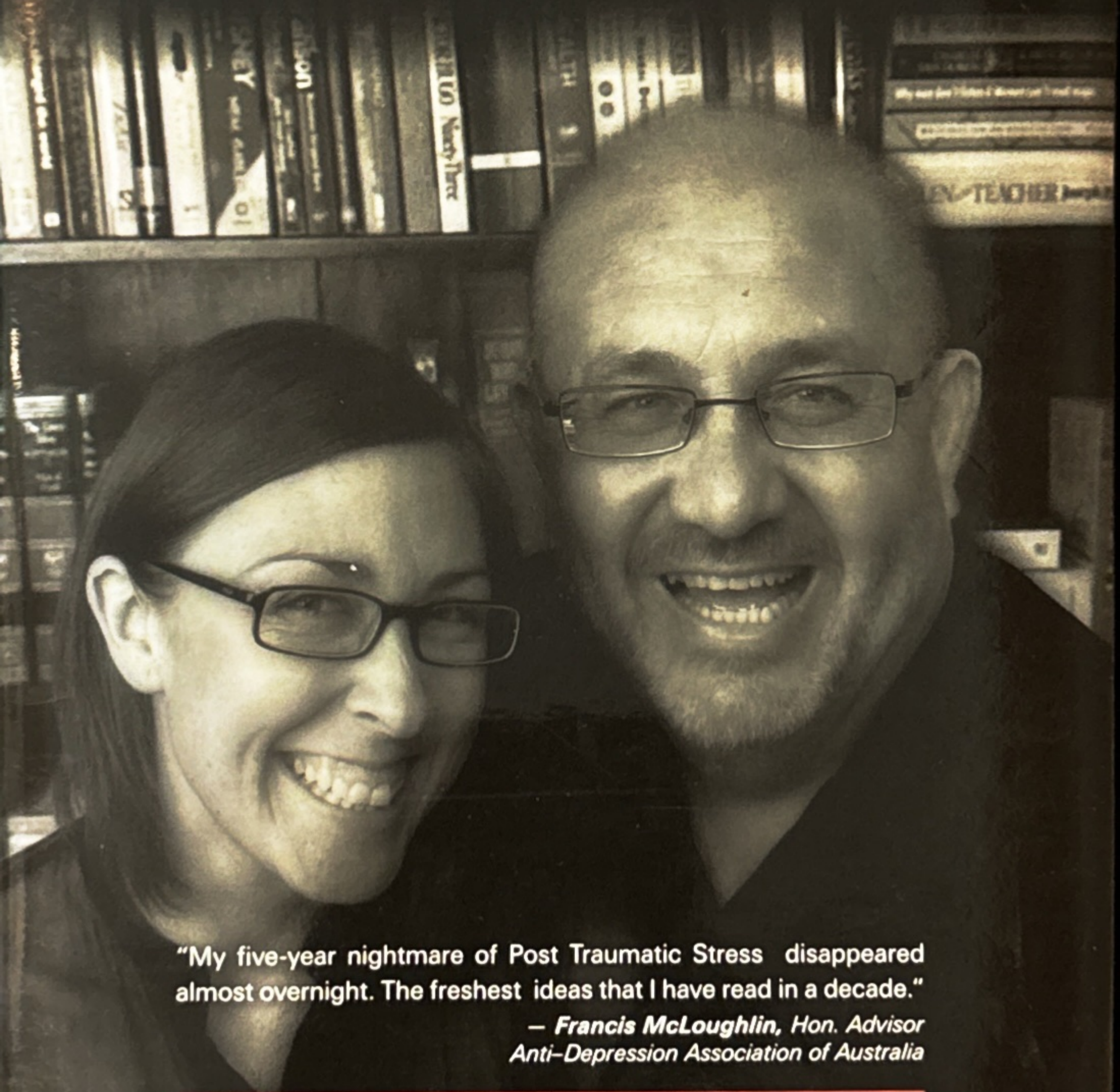


28 DAYS TO BEAT THE BLUES™

A practical guide to reducing stress



"My five-year nightmare of Post Traumatic Stress disappeared almost overnight. The freshest ideas that I have read in a decade."

— *Francis McLoughlin, Hon. Advisor
Anti-Depression Association of Australia*

Michelle Mark & Wayne Parrott

This is what health professionals and former sufferers of depression are saying about Fountainhead Method results:

What Others Are Saying

"I really don't think I am ever going to be able to explain how much you have helped my wonderful family."

— Wendy Inskip, previous depression sufferer

Whatever it was that you guys did at Fountainhead – it has been a resounding success. I am totally amazed at the transformation of Eddie. She is in every way the girl I remember from many years ago."

— Bruce Hogarth, parent of previous depression sufferer

"If you want to provide real help to others now, be brave, buy this book and study this program now."

— Shawn Gillespie, Business Development Manager
www.the-mentoringinstitute.com

"I would like to thank the Anti-Depression Association of Australia team for bringing this amazing method to light and finding a way to banish the darkness that so many people experience unnecessarily, simply due to the way that we have been taught to think. I see this program save lives, every day."

— Gerald Enjalran, General Manager
www.fountainhead.com.au

"My trip to Fountainhead saved my life; I don't say it lightly. I was almost too scared to believe it could be as simple as an education on life and how to look at it. Thank you."

— Carina Hennessy, previous anxiety sufferer

*"The **Fountainhead Method** is a simple tool helping people of all ages to stress-less. It's the cornerstone of inner peace."*

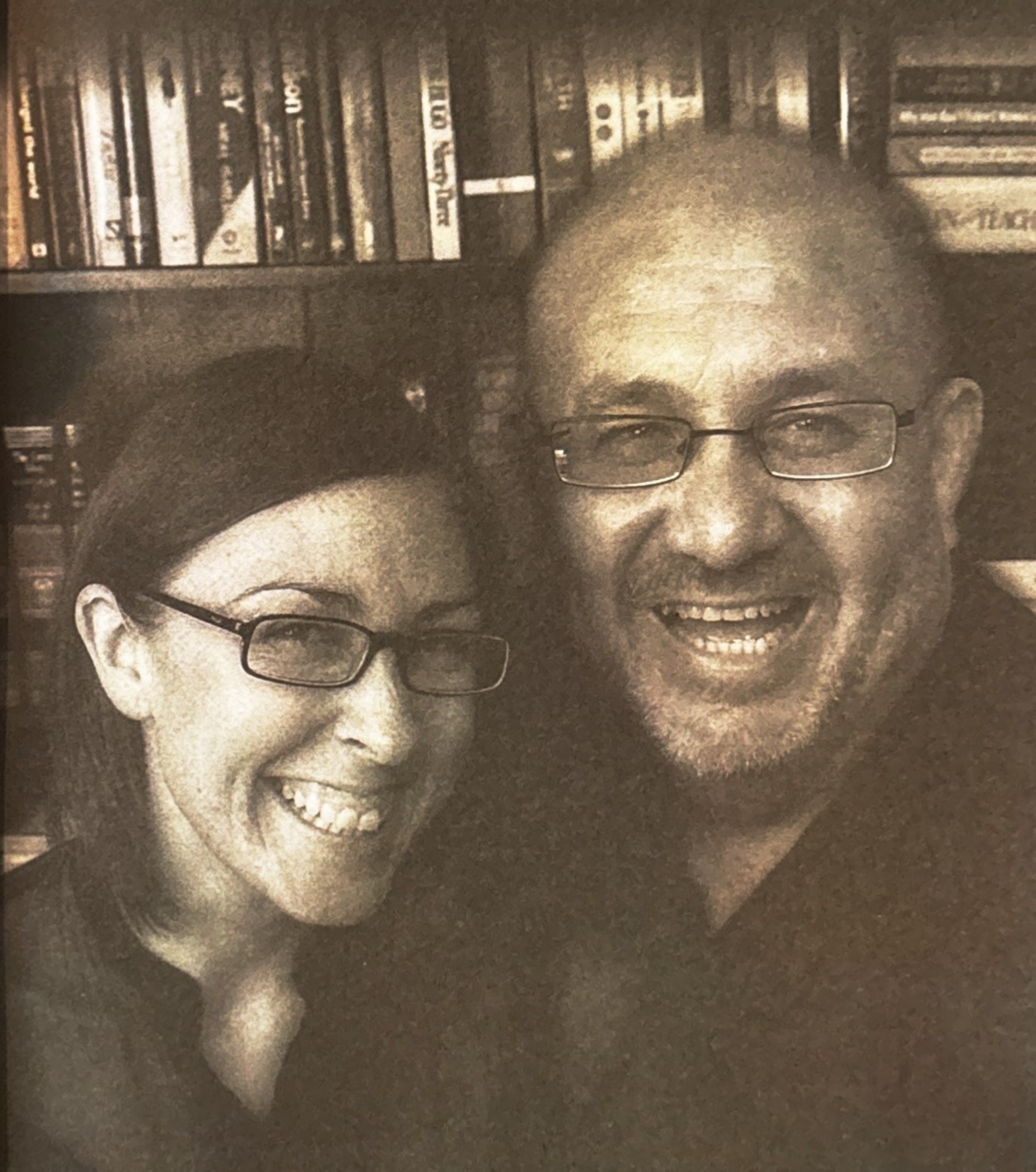
— Carol McLaughlin, Strategic Adviser
www.stressmanagement-institute.com

"Fountainhead is an original concept which I believe has a lot to offer. I look forward to the ideas going national. It is one encouraging solution to mental illness in this country."

— Mark Furner, Senator for Queensland, Australia

28 DAYS

TO BEAT THE BLUES™



28 DAYS TO BEAT THE BLUES™

A practical guide to reducing stress



First edition 2010

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I dedicate this book to my beloved who brought me into reality, which is where the real magic is.

—Michelle

This book is dedicated to my mother, Margaret, whose original health issue caused me to start my search for what disease really was and how to learn from it.

—Wayne

‘Isn't it enough to see that a garden is beautiful without having to believe that there are fairies at the bottom of it too?’

—Douglas Adams

Foreword

Our solution to stress is unique. Ask any one of 4,000 clients who use our solution on a daily basis. Fundamentally, the **Fountainhead Method** reveals our beliefs and where they come from in detail. It further discusses the lenses we all look at life through. One of my personal lenses is the one that seems to have created my career path today.

My mother Margaret was the person who taught our family compassion. She was always looking to help others, whether it was stray cat, a relative or a friend of mine who needed taking in - all three instances of kindness happened frequently during my childhood.

Mum was diagnosed with Multiple Myeloma, a cancer encompassing a three-year death sentence in 1973, when I was about 14. This event helped create a path where I would look for what was the cause of illness for most of my adult life. I had the privilege of not going to university, so I was not restricted to think in a certain way, or to look in the narrow areas of traditional medical sciences for potential solutions.

During my quest to support mum's battle with cancer, I was introduced to many life-changing healers and a potent list of complementary healing ideas. Patch Adams, Norman Cousins and Nathan Pritikin are three healers I greatly admire who all helped in their own unique ways. Mum also received one of a kind medical service and a complimentary list of healing ideas.. She was privileged to be treated by one of the top immunologists in the World, Professor Tony Basten, at Royal Prince Alfred Hospital (today chair of Immunology at Sydney University).

Tony was a wonderfully knowledgeable, patient, warm and encouraging man possessing a deep and critical insight into healing. I think his abilities and management of my mother's illness were one of the two main factors that contributed to her exceeding the initial prognosis by almost ten years. Her confidence in him was the springboard for her own self-confidence needed to fight, as she so often had to do.

As it grew closer to the end (not knowing this at the time), my mother complained of a very sore neck. Our worries were eased when Tony assured us that this

was not the behaviour of my mother's particular type of cancer. Her neck grew worse and eventually the cancer was discovered to have indeed spread to her neck. This was the signal for the end.

She was admitted to Calvary Respite Centre in Sydney for her last days. We could not believe it, but in the very room next to hers was a man, who also had Multiple Myeloma, (her very same cancer) and also in his neck.

I learned a very important lesson during this life and death experience. No matter the quality of support and guidance, find out as much for yourself as possible. Every person, even the real experts (and I was honoured to have this one on mum's team), are always limited by their own experience. I learned that people cannot see what they have not seen nor can they imagine what others can imagine. My learning did not stop there.

In 2000, I was studying Permaculture in Tasmania with Bill Mollison (the founder of this scientific study). One day I received a startling phone call from my best friend; he was in tears telling me of his depression. I had no experience with depression at all. I actually did not even know what depression was. So began my quest to learn...

During that time, then Victorian Premier Jeff Kennett was supporting the creation of Beyond Blue, the National Depression Initiative. I called Jeff and shared my friend's situation. He was very supportive. He told me what could be done (support services, medication if required, and listing various associated resources). He also told me what could not be done; that my friend could not "be fixed". Ten years later and I still have this underlined in my diary, "can't be fixed".

That day I was puzzled and my lens of "find out for yourself" kicked in. I thought to myself, surely serotonin depletion was an effect, not a cause. I then started to learn that depression was not an illness that had a physical cause. As in all areas of my life, I turned to philosophy as I looked for the key. I started to think we could find depression's root cause in our beliefs and the subsequent actions those beliefs made us take. The Dalai Lama also shared this view. I was there when the Dalai Lama said that in order to cure depression, we must first find the cause. When trying to understand cause and effect, it is safe to look to Aristotle.

Over the ensuing decade, I have focused almost my entire attention on that answer and the question that precedes it. Clients from over 30 countries world-

wide have completed our education programs since these questions started to give us answers. We have been privileged to learn from some great minds, both living and historical. The greatest minds have been the clients themselves and our passionate staff is fast approaching 100 in total.

One visionary staff member stands out. Without Michelle Mark joining the team in 2005, the **Fountainhead Method** never would have become what it is today. Michelle is responsible for turning our education based philosophy and practice it into a user friendly 'how to' system. The **Fountainhead Method** is used daily by over 4,000 people when they are faced with a stressful situation. It is a simple framework (using no drugs or counsellors) that successfully treats stress related illness. It does not work for everybody, but it does work for most. And although we do not claim a cure, many of our clients do.

In our pursuit to support men, women and youth that suffer from stress related illness, we have created five different businesses that deal with stress related questions in one form or another. Most recently we founded the Anti-Depression Association of Australia (ADAA), www.adaa.org.au, a non-profit organisation that is focusing on bringing solutions together that work in the community. The ADAA is starting with the solutions we have found ourselves and it is also searching for others.

My co-author Michele Mark, her team at The Mentoring Institute (www.the-mentoringinstitute.com) and the wonderful Life Coaches at our affiliated organisations are now expanding nationally. These passionate leaders have spent over a million hours studying, coaching and learning from our clients over a ten-year period. There are now real-life solutions available. These solutions work for people with depression or anxiety, or as we call them now, stress related illness.

Read on to learn the best solution we have found to date; the one we now call the **Fountainhead Method**.

Wayne Parrott
Chairman ADAA
Queensland Australia 2010

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Introduction and Style

Aaron C. Caldwell

Doctor of Creative Industries Candidate

M.A. Ed; M.A.Intl.Rltns.; B.A. Mass Comms.

Honorary Deputy Chairman, Anti-Depression Association of Australia

Back in 2002, Wayne Parrott welcomed the first guests to the Fountainhead Organic Health Retreat in Maleny, Queensland Australia. During the first group therapy session one of the guests bravely shared they were on anti-depressant medication. Over the next hour, eleven of the twelve guests in that group all shared the same information.

Wayne had spent a lot of time over the previous two years educating himself on stress related illness and its cause. The motivation for this study was due to Wayne's best friend's suffering from a stress related illness (depression), and with Wayne's help and research his friend overcame his depressive state.

Wayne trained with Greg Neville, a Melbourne Naturopath who had done some incredible work with mindsets behind particular illnesses. Wayne then went on to study Ian Gawler's work, Journey Style Therapy, Mindfulness and Cognitive Behaviour Therapy. Wayne, with his analytical and inquisitive mind, was always asking himself why? Why with all these resources worldwide: thousands of mental health professionals, huge government budgets and support were we not even making a dent in these types of health conditions. Stress related illnesses only appeared to be growing worse.

Wayne took all he had learned and, by the end of the first year of the Fountainhead Organic Health Retreat's launch, had started the first Beat the Blues program. Greg Neville joined the team and helped over the following few years to deliver these courses. In 2005, Michelle Mark arrived at Fountainhead Organic Health Retreat, and with her strong training in the healing arts and philosophical background joined the team and began systematising the Beat the Blues program. She turned it into a user-friendly method, better known today as the **Fountainhead Method**.

The **Fountainhead Method** became a system that worked by examining the way a client suffering a stress related illness was thinking, where they learned their views on life and how they were measuring their self-worth. The information learned in the **Fountainhead Method** takes the sufferer's incorrect beliefs, which are based on misinterpretations of the past, and re-educates them to look at the same past experiences objectively and with the goal to understand, learn and grow. The **Fountainhead Method** is a powerful education tool for change that is tailored to suit clients suffering from stress related illness such as psychological stress, anxiety, postnatal, depression and post-traumatic stress. It also helps with bipolar disorder, alcohol dependence and bulimia, but as yet is not as effective with these issues.

By 2008, Michelle Mark had established a training program where health professionals could come and learn the **Fountainhead Method**. Michelle and her team have now trained over 300 Life Coaches in the **Fountainhead Method** throughout Australia. However, it is not just health professionals benefiting from the **Fountainhead Method** training programs. The **Fountainhead Method** is unique because it is an education-based model that heals people with stress related illness. It is NOT a therapy, nor do you need to be a therapist to teach stress sufferers how to use it. As such, the **Fountainhead Method** appeals to a diverse group of individuals seeking new careers (or to professionals seeking to strengthen their existing practice) such as former clients, parents and care practitioners. View the following website for more information on how to become a Life Coach using the **Fountainhead Method** www.the-mentoringinstitute.com

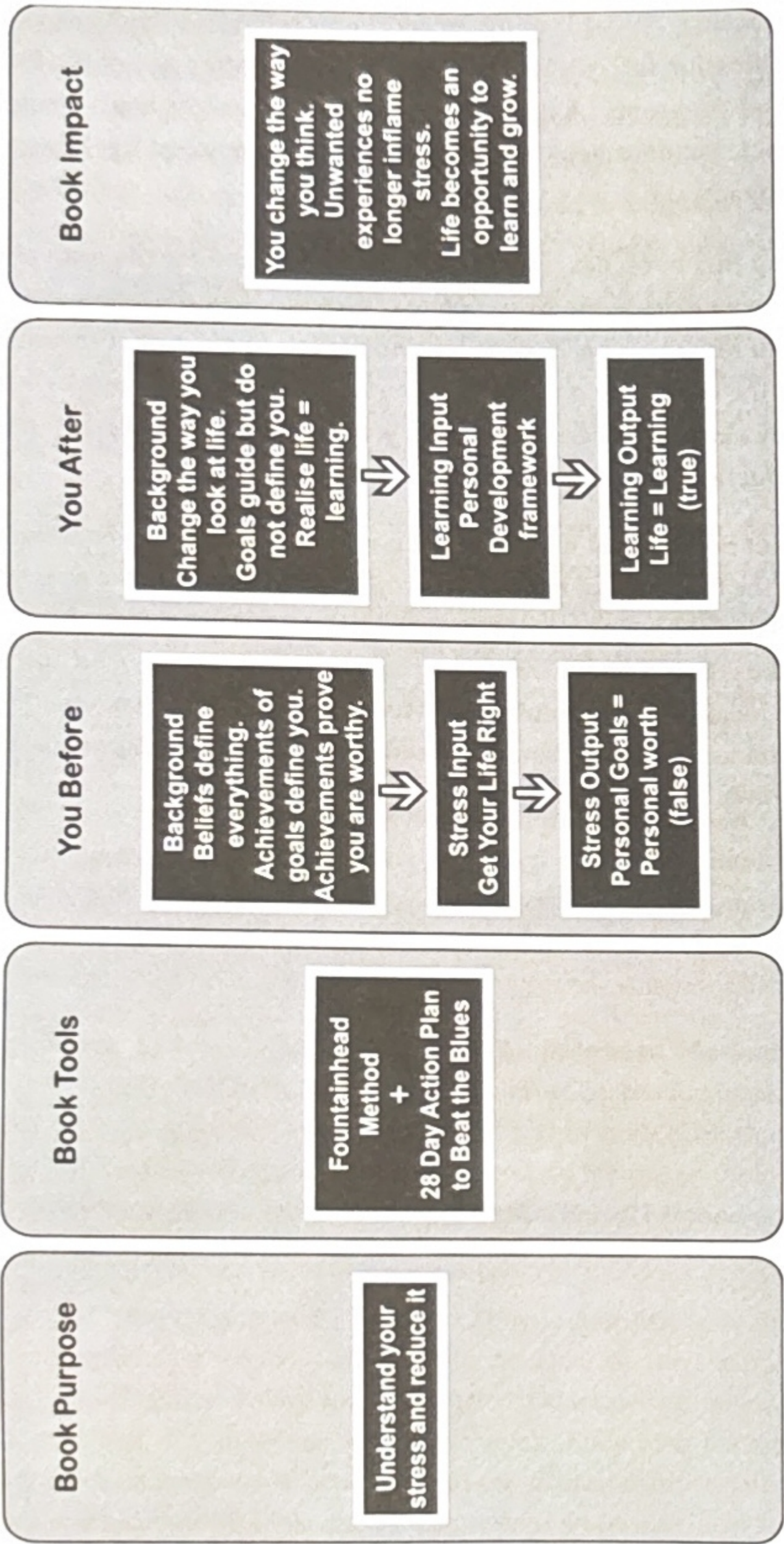
Together, Wayne and Michelle add to the **Fountainhead Method** regularly. They adapt language, learning and techniques based on the feedback loop their guests and students provide. They can now say, as of mid-2010, that the 4,000 clients who have completed one of these programs for either themselves or a loved one have contributed as much to the **Fountainhead Method** as any single person.

Based on what I have witnessed, I believe Wayne and Michelle have broken though the world of stress so successfully because of their non-traditional background. They realised they knew so little to start, which meant they were looking at this age-old problem with fresh eyes. They also listened to their clients and checked back again and again to see if their solutions were helping. Now, nearly a decade later, most clients claim their stress has been reduced and

many claim a cure. What is more, many clients reliant on medication actually become medication free within 90-180 days of completing one of the **Fountainhead Method** programs. As a practice-led researcher of social change at the doctoral level, I cannot help but be inspired and astonished by these statistics and their impact.

You will find this book has purposefully been designed for the individual who cannot get away from home to complete one of the Beat the Blues programs at the retreat in Maleny. This book is written for the single parent through to the teenager or the overworked father that cannot find the time or money to receive the help they need. This book is a simple yet powerful way to start your journey of stress reduction today.

An important point I must make, the purpose of this book is to be used, not just read. Being the first book of many which will be published over the next few years on stress related illness, you will find there will be common elements of format and style. The goal is to make it easy for you to locate what you need and to apply the relevant ideas of the **Fountainhead Method** to your situation. Of course, you must read and use the entire **Fountainhead Method** within this book to Beat the Blues in 28 days. No short cuts here.



Here is an overview of what you can expect within this book.

This book has been designed to be a practical and user-friendly tool to help you change the way you think about stress. Client examples, testimonials, diagrams and the research of thousands of case studies have been used to bring the **Fountainhead Method** concepts to life in order to reduce your stress.

The 28 Day Plan to Beat the Blues™ in Chapter 9 is broken down into three primary sections for easy navigation:

Week One: *Educate yourself*

Week Two & Three: *Self discovery of beliefs and your stress*

Week Four: *Reduce your stress*

Without a doubt, the ultimate value of this book will lie in your willingness to learn the sections and to apply the tools to your stress. No amount of diagrams or examples will bring about transformation in you, however. The journey is simple, but never easy. Hang in there until the end and we guarantee you a similar experience to that which our 4,000 clients from over 30 countries now enjoy.

The **Fountainhead Method** along with the passion of the authors come together to help you help yourself generate results. To this end, sections of the book challenge you to put the **Fountainhead Method** to the test.

Do not worry; this learning process is guided by exercises and action steps. Be open to new ideas, frameworks and tools. Be willing to apply them to your stress. If you are unclear about some of the content, review the chapter summaries or post a question on our forum <http://beattheblues.ning.com/>

Do not put this book on the shelf. Place it in your car when you go to pick up the kids and in your bag when you go hiking with your friends. Also, share it with a loved one or a friend in need. Wayne and Michelle have worked hard over the last ten years to make this book easy to use, so use it.

The initial process to reduce your stress will be challenging, and at times so will this book. It asks you to adopt different behaviours, apply new skills and to engage in new ways of thinking. The payoff however is powerful.

This book will change your life in three ways:

1. *You will change the way you think about stress*
2. *You will no longer let unwanted experiences reinforce your stress*
3. *You will learn these unwanted experiences help your personal development*

Do not just help yourself; share this book or Michelle and Wayne's future works with a friend or a loved one. If you know someone needing help with a specific stress related illness, three books are scheduled for release during 2011. These books are 28 Days to Beat Depression, 28 Days to Beat Anxiety, and 28 Days to Understanding Self-Worth. For more information look up www.28daystobeattheblues.com.

Finally, on behalf of Wayne and Michelle I am proud to announce that a part of the proceeds from the sale of this book will go to the Anti-Depression Association of Australia (ADAA), www.adaa.org.au to provide pro bono support for sufferers of stress related illness. Your efforts will improve your own wellness and that of a neighbour in need.

Now, pour yourself a calming cup of tea, run some warm bathwater and get comfortable as you get ready to take the journey to understand your stress and how to reduce it.

Aaron C. Caldwell

Chapter 1

Power of Thought



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

Power of Thought

Most self-development books attempt to convince you, “that you can do or have anything you want in life,” setting up an expectation that life can always provide you with your wants. The reality of life is that regardless of the initial attractiveness of this statement, it is simply not true.

Unfortunately, if you hold onto this incorrect assumption as a truth and subsequently life does not supply you with these wants, you are left to believe who you are and where you are in life is never enough.

In this book, you will learn that behind all your pain and all your happiness is the power of your own thoughts, and for real change to take place, you must first learn to change the way you think.

Understanding Beliefs

To be prepared for the following chapters in this book you must understand the central concept of beliefs utilised throughout the **Fountainhead Method**. Every thought, every decision and every action you will ever have is filtered through your belief system. Your belief system is what you know at this moment.

Let us have a closer look at this word 'belief'. It is important that you have a firm grasp of this term for two reasons. First, it is a key concept central to the **Fountainhead Method** - the stress related healing tool found within these pages. Second, your beliefs play a primary role in the creation and alleviation of stress. Here is a little history about beliefs and how you come to have them.

Even before birth, while in the womb, your brain has started to develop. One of the most important parts of this development process continuing throughout your lifetime is the evolution of the way you think.

It is during your first few years of development that you are at your most impressionable. You are constantly observing your immediate environment in order to learn ways to adapt and survive.

Your brain is constructing beliefs by automatically and continually accumulating pieces of information. With this information you begin to construct foundations for survival which includes coping skills and strategies to deal with life and stress. You start to make sense out of all this information by watching and modelling actions and beliefs of those around you.

The bedrock of your beliefs first starts in direct response to your parents or primary caregiver's experiences and their actions and re-actions. In terms of your mother, this includes what she is exposed to, and how she interprets and copes with those experiences. For example, when she feels stress you typically feel stress, when she feels joy you too feel joy.

Even in this early stage of growth you are already creating a framework for how you perceive the world. How you experience the world is filtered through your beliefs, which also act as your arbitrator for sadness or happiness.

Beliefs Defined

The **Fountainhead Method** defines belief as a mental attitude of acceptance or confidence in an alleged fact, which is held as a truth.

Your beliefs are a collection of information. They are made up of thoughts, experiences, opinions and values gathered and imprinted in your mind over your entire lifetime. This information together creates your own personal belief system. Your belief system shapes how you view the world. Another way to think of your beliefs is to liken them to a pair of glasses that you wear; glasses which are exclusive to you. Your glasses make everything you view through these lenses unique.

According to the study of psychology, your fundamental beliefs were established between birth and age seven. It is at this age that you are at your most receptive. Your fundamental beliefs are formed by witnessing the responses and actions from your immediate environment, predominantly from your parents.

Every experience you have adds to the conclusions you draw about life. All of your experiences (and subsequent conclusions you draw about those experiences) are forever filtered through your belief system. Even when you share the same experience with a sibling or friend, your conclusions and interpretations differ because of the uniqueness of your belief system. You see clearly through your own glasses while others who look through them may encounter a blurred vision (and vice versa). Many of your early beliefs will be with you for the rest of your life, whether they are accurate or not. And you are always wearing glasses, whether you are conscious about it or not.

Every day you encounter hundreds of life experiences. Whether you perceive these experiences as significant or irrelevant, they play a part in altering your beliefs. Experiences either reinforce or contradict what you assumed to be true. This is a tension that often triggers stress related illness. Why?

Your assumptions of what is true are based on your judgements. Your judgements are based on external information absorbed via the 'lenses' of your belief system. Judgements are foundations of what you think you know to be true. Furthermore, these judgements are often based on misinterpretations from past experiences or assumptions drawn from insufficient information. This leaves you vulnerable to read present and future situations incorrectly. This is a popular belief which underpins stress.

What Do We Mean by Incorrect Beliefs?

When the word incorrect in relation to beliefs is used, what we are implying is that the information you have absorbed is often not based on the facts of what is really taking place. The experience happened, but because of the lenses you have in your glasses, the reality of the experience becomes skewed. The experience becomes your assumed truth, rather than the actual truth.

Because you can only ever experience life through your personal lens, incorrect conclusions can be very difficult to identify. Herein lies a trap which often causes stress. You perceive what you know to be accurate until proven otherwise. You also tend to let experiences define you, that is, you tend to let them become the representation of who you are.

Do any of these sound familiar? *This is how things have always been; this is just who I am; this is how I was raised;* we have all experienced these thoughts.

Since the basis of your programming is limited by the view of childhood, just be aware that you did not always have the resources, experiences and information you have today. Your awareness and knowledge is growing, each day. You learn more facts. You learn to identify what is accurate and what is not. Do not get it yet?

You view life through your lenses. Because you do this, you find yourself seeking like-minded information and you seek information that supports what you know. Over time, as you generate more evidence your beliefs become increasingly entrenched and more real to you.

Once your beliefs are set, you rarely examine what you know to be true in adulthood, at least not on a regular basis. You rarely ask yourself “which of my beliefs are working for me now?” ... “which are helpful” ... “which ones are not helpful”...“which ones are causing me stress?”

You grow and develop, your life changes, but to stop, examine and even alter your belief system may be a new idea for you.

What you know, you hold precious. Your beliefs create your identity. Beliefs link and divide humans. And would you believe it, yes, you guessed it; your beliefs are behind your stress.

Are the Answers to Stress Reduction within You?

An important point we must cover is the popular misconception that you can solve your problems by finding all the answers within yourself. This is what some traditional counsellors ask you to do. Counsellors are not alone. Vast therapies and treatments aiming to help people through stress claim that you already know the answers to defuse your stress; you just need to look ‘within’.

The **Fountainhead Method** teaches you that this is incorrect, and in fact it often exacerbates stress. When it comes to how you interpret your life, whether you are stressed or not, you only ever confirm or change what you know by gathering new information from life experiences and events.

The earth is actually round! This fact was not ‘within’ Columbus. He experienced it.

It is via the collection and evaluation of information you gather throughout your lifetime that you obtain answers to help understand life. It is the combination of experiences, events and ideas that convinces your mind and helps your brain to initiate a new way of thinking. When this happens, beliefs are created and beliefs change. The ideas and solutions you discover were not hidden inside you. Your brain formulates new ideas based on the information you collected over time.

It is vital to understand however, that the source of all new information is external. This point we just covered is critically important when understanding stress and stress related illness such as depression and anxiety. Believing you have (or should have) all the answers ‘within’ aggravates suffering. It implies that you had the answers all along. It implies that for one reason or another, you were incapable of finding or applying them.

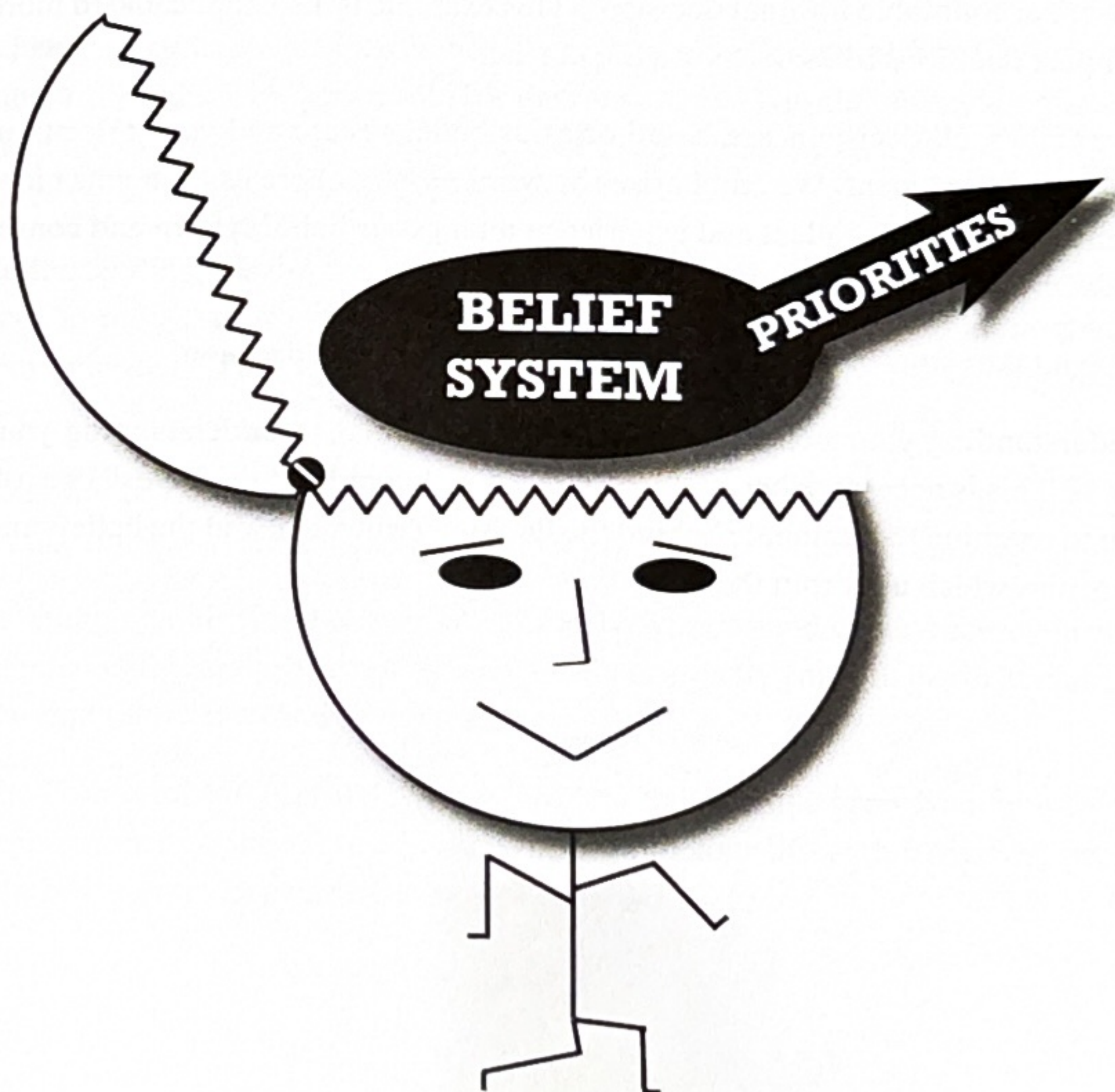
“Every thought you will ever have is filtered through your belief system.”

First Things First – Priorities

Your beliefs and belief system do not operate randomly, nor does your stress related illness. Priorities play a key role.

When we use the word priority in the **Fountainhead Method**, we are referring to the most important belief activated in the moment. That belief is a priority.

Your belief system is constantly being triggered by experiences you encounter and information you digest. Your brain pieces details together to make sense of what is taking place. When it comes time to make a decision, only one belief is selected from your belief system. Your priorities are what determine the most important belief in any given moment. Additionally, it is your priorities which are responsible for directing your life to a particular desired outcome.



Beliefs also compete. You may have an experience where two beliefs become activated at the same time; one may even contradict the other. In this case, the most important belief at that time, during that experience is selected. This is another way to think about priorities.

For example, you want to sit still while attending the lecture because every move makes your seat squeak. You do not want to be a distraction to the class. However, you are becoming uncomfortable and need to change position. The process to activate a priority begins even if you are unaware and your priorities are accountable for all your decisions.

Your belief system is triggered and your beliefs begin competing to lead you to a desired outcome. You will give priority to the belief you feel strongest about. In this case, you move on your chair, as the priority of comfort outweighed the priority of not being a distraction. This simple example highlights how priorities are accountable for final decisions. This example is also applicable to more complex decisions like choosing a life partner.

Remember, all decisions are based on your belief system and your priority in a particular moment. We emphasise the word *moment* here as each new piece of information you collect and experience alters your belief system and consequently your priorities.

Fact: it takes your brain only 550 milliseconds to reach a decision!

Understanding your beliefs and priorities is essential to understanding your stress. This is necessary because in the 28 Day Plan to Beat the Blues™ we ask you to examine the rationale behind the decisions you make and the beliefs and priorities which underpin them.

What are my Emotions Trying to Tell Me?

If your belief system and priorities direct the way you think, it is your emotions which indicate how you feel about those thoughts. Emotions are another important word to be familiar with in terms of understanding stress.

The **Fountainhead Method** defines emotions just as the American ‘father of psychology’ William James did...

Emotions are a reactive symptom caused by evaluating a situation, which is perceived as important to you, such as a concern or a goal.

The **Fountainhead Method** teaches you that emotions are your personal messengers. Your emotions indicate to you that a belief has been triggered through your evaluation of an experience. The triggered emotions also act as a barometer for how you think and feel about this experience.

When you evaluate an experience there is a specific and automatic process you go through. This process helps demonstrate to you that every emotion is triggered first by a belief. This is the case even if initially you are not aware of which belief has been triggered.

Understanding this process is important because it provides a necessary framework to reduce your stress. It reveals that your beliefs create the hierarchy of your emotions. Therefore, if you want to change the way you are feeling about an experience, it is your beliefs that you need to examine and alter.

You cannot change an experience that has already happened. But you can change the way you think about an experience that you did not want to happen.

By changing how you think about stressful situations and experiences, you will automatically change your emotions and subsequently you will begin to change how you feel about the experience.

The **Fountainhead Method** teaches you how to learn and grow from unwanted experiences as opposed to allowing them to fill your life with stress and stress related illness such as depression and anxiety.

The Process of How Beliefs and Emotions are Activated

Let us now spend a little time understanding how beliefs and emotions are activated. This is important as it helps to prepare you to implement the 28 Day Plan to Beat the Blues™ in Chapter 9.

1st- A Belief is activated

A belief is activated by the evaluation of an experience. It can be a thought about a past experience, a thought about a present experience, or a thought about a potential future experience.

2nd- A Body Sensation is activated

A body sensation is triggered by the activation of a belief. The body experiences messages through physical reactions. They present themselves in either subtle or gross forms, e.g. blushing or a dry throat. The study of Mindfulness can help one become aware of these subtle messages.

3rd -An emotion is activated

An emotion is activated only after a belief is triggered and comes just after the body sensation. Emotions are experienced by a wide range of observable and overt feelings and or states; such as joy and sorrow.

**BELIEF
ACTIVATED**



**BODY
SENSATION
ACTIVATED**



**EMOTION
IS
ACTIVATED**

Even though your emotions come last in this process it does not mean they do not hold importance. Remember however, your emotions are just the messengers of your beliefs. It is the beliefs that are in charge.

When you are experiencing a stressful emotion, the real work needed to reduce that stress for the long term is not done by changing how you feel. The real work is done by changing the root cause of that emotional response: the belief. Observing the emotion is important because it allows you to evaluate the belief which has become activated.

Trying to stop a painful emotion, at best, only achieves a temporary fix. You might get through the moment or even the hour. However, when you are in a similar situation again, the same beliefs will be activated again and the same emotional responses will occur.

It is relevant to note, changing the belief that causes stressful emotions such as anger or blame, does not mean you will never experience these again. What it will change however is the time you spend in that painful emotion. Your emotions are teaching you that there is more to learn.

Chapter 1: Key Summary Points

- *The theory that life will always provide you with your wants, is simply not true*
- *Holding that inaccurate belief undermines and skews your view of life*
- *This error underpins all stress*
- *Real change occurs by changing your beliefs*
- *Beliefs are only created by external information*
- *Everything you do is driven by your beliefs*
- *Within these beliefs there is a hierarchy of what is most important at the time — your priority*
- *To change how you feel about something long-term, you must change the belief behind why you feel it*

Chapter 2

Life, My Teacher



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

The Importance of Learning

With every experience you have, throughout your entire life, you are constantly receiving information that is responsible for shaping your beliefs, which subsequently shapes your behaviour, as discussed in Chapter 1.

The **Fountainhead Method** directs you towards looking at all life experiences as primary opportunities to gain new information. This process alters your belief system by reinforcing or changing what you think you know to be true. These core concepts used in the **Fountainhead Method** are fundamental to understanding your stress and how to reduce it.

Stress occurs when you start to perceive an unwanted experience as an impediment to your growth or success. However, when you start to observe all experiences as learning opportunities instead, you stop viewing these unwanted experiences as personal threats and more as occasions for growth and defining moments for change.

This way of thinking is not exclusive to the **Fountainhead Method**. Many great minds have embraced this philosophy and have practised it throughout history.

One of the first recordings of this particular way of thought is attributed to Hippocrates, a Greek philosopher born in 460 BC. Even today, Hippocrates is known as the father of medicine due to a simple yet far-reaching premise impacting the field of health.

He claimed there is an opportunity to learn from disease, whether mental or physical. Hippocrates hypothesised that the state of disease is alerting you to something that needs to be changed. In line with Hippocrates' viewpoint, the **Fountainhead Method** teaches you that if you are suffering due to an experience in your life, then life is pointing out that there are lessons to be learned.

“A wise man should consider that health is the greatest of human blessings, and learn how, by his own thought, to derive benefit from his illnesses.”

—Hippocrates

A Change of Plans

Meet Diane Warne. A survivor of cancer, Diane's testimonial articulates how Hippocrates' theory plays out in practice when guided by the **Fountainhead Method**.

Hi, my name is Diane Warne.

*I was introduced to the **Fountainhead Method** in 2009. It saved my life.*

At that time I was diagnosed with Mesothelioma (cancer). Naturally my stress increased in all facets of my life; as a mother, wife and employee. I had to not only deal with Cancer but also with increasing stress as a result of it. I dealt with it the only way I knew how. I took a break from being an employee, a wife and full-time mother. I replaced those responsibilities with my personal "Bucket List" to get the stress out of my life.

*I went to a **Fountainhead Method** mentor once I had ticked all the boxes on my "Bucket List." At that point in my life I believed the only thing left for me to do was to DIE! As you can imagine at this stage I was feeling like crap!*

*My **Fountainhead Method** mentor, to my surprise and horror at the time, said feeling this way was great as it gave us a direct bridge to what I was really thinking about myself and life. My mentor taught me some powerful lessons that I could take from having this life experience.*

At first I was resistant and I thought, "I had Cancer and I was stressed; and this could be a good thing!?!?" I was confused and curious, but I felt I had nothing to lose, so the mentoring sessions continued.

Over the next four weeks with my mentor, I learnt that my stress was caused ONLY by how I was thinking about my life. Nothing more and nothing less! I could set more goals, make a BIGGER "Bucket List" and I could share all I have learnt about Cancer and stress with those suffering just like me.

When I first heard these foreign concepts, I beat myself up for three days straight! As an intelligent woman, I didn't know I could CHANGE the way I think or that I could make a BIGGER list. How could I not know this! DUH!

So began my change of beliefs and a bigger list like you would not believe.

*Since my experience with the **Fountainhead Method**, a lot has changed.*

***I have changed the way I think.** I have made peace with my past. I have a new, growing social network (no longer out there alone), and I completed the tests I procrastinated over for 3 months. I received an ALL CLEAR on my cancer for another 12 months.*

I can't believe it. All this has happened in such a short time by simply applying this information.

I thank every one of the dedicated staff at the Fountainhead Organic Retreat. It has turned me a complete 180 degrees – from wanting to give up after being so tired and in such pain for so long, to having so much to live for. I thank you all!

I look forward to sharing my story with many more when I one day release my book “God does have a Sense of Humour” (a work in progress).

My Affirmation

Enjoy the now, force nothing and the rest will come.

Diane Warne

July 2010

How Do I Learn My Beliefs?

By examining the learning processes which underpin your beliefs, two things happen. First, you start to understand how your belief system is created. Second, you learn how to identify and isolate the beliefs that reinforce stress.

There are three predominant ways you absorb and learn information, which results in the creation of your beliefs.

1. Observation

The 'observation' of life is the first learning process you develop and use to view and interpret experiences. Observation dominates your first seven years, the time when you are in the greatest need of learning in order to survive.

This critical learning period is where many of your principal beliefs have been established. These principal beliefs are the foundations on which you build your life. You are closely watching the actions and reactions of your parents or primary caregivers and other major influences. You learn ways to communicate with the world. You learn what to do or not to do in certain situations. It is at this stage in life that you start to learn coping strategies for stress, which may or may not be relevant to your experiences today.

2. Self Experience

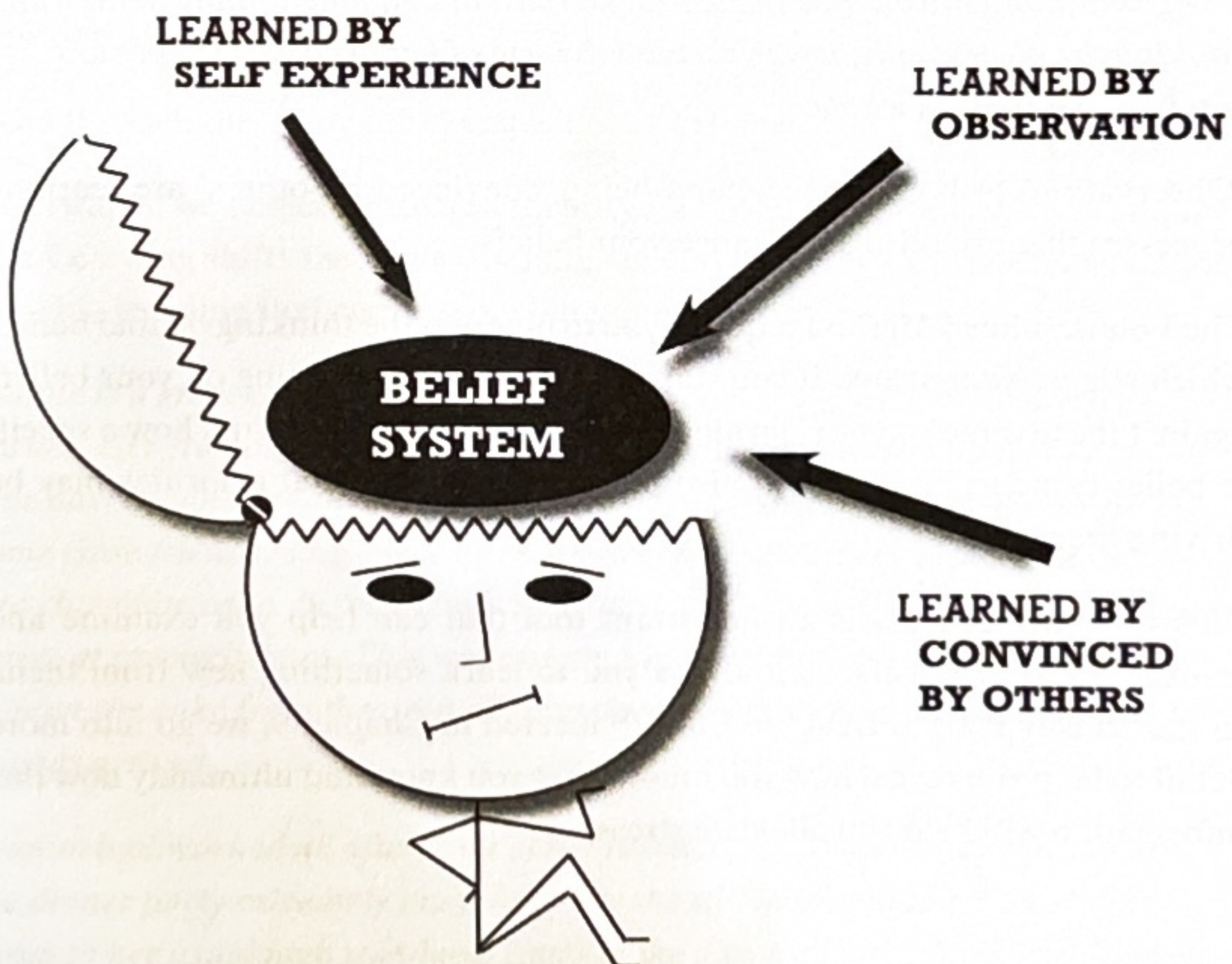
The second way you absorb information is through 'self experience'. Learning from self experience takes place as you reflect on your experiences. For example, as a child you put your hand on a hot plate, resulting in a burn. You touched the plate; the plate was hot. On reflection you think to yourself heat can cause pain.

There are probably many times in your life when you are experiencing a situation and learning nothing. This is common when you are not examining and reflecting on the cause and effect of the experience. This may leave you viewing important learning experiences as mistakes, which may initiate stress, rather than an opportunity which, when learnt from, could alleviate stress in the future.

3. Convinced By Others

The third critical process revealing how you obtain your beliefs is when you are 'convinced by others'. This type of learning takes place when you receive enough information to become convinced of a different approach. This learning process has far-reaching consequences.

Being convinced by others often changes individual beliefs and can alter entire belief systems. It is the basis behind most education systems. It can be as simple as your friend giving advice and you believing what they have to say. Being convinced by others is also the very core method driving marketing and advertising. For example, the latest jeans campaign is convincing you that if you buy a pair, you will look just as attractive as the model on the billboard.



An Example of Learning Beliefs

The following is a simple example highlighting how examining and re-examining your beliefs yield new and important learnings about your beliefs. This is the story of the Sunday roast, made famous by Stephen R. Covey in his bestselling book, *Seven Habits of Highly Effective People*. It went something like this...

A teenage girl is helping her mother prepare the traditional Sunday roast. The girl is filled with excitement to share her recent cooking skills she learnt at school that day. The girl went to place the ham into the oven. Her mother pulled the oven tray back out, stating all roasts must first be cut in half. This was not what the young girl had been taught in class (convinced by others). The girl questioned her mother asking for more details. The girl's mother explained that her own mother had taught her this way of doing it (again, convinced by others), guessing that using this technique would help the meat cook evenly, (self experience).

On this particular day the girl's grandmother was joining them for lunch. Still not convinced by her mother, the young girl questioned her grandmother. The grandmother explained that cutting a roast in half had nothing to do with cooking the meat evenly, it was because the size of her oven was simply too small to fit a roast in whole.

'Observation', 'self experience' and being 'convinced by others' are learning processes that establish and change your beliefs.

The **Fountainhead Method** requires you to pinpoint the thinking behind beliefs which trigger your stress. If you start examining and reflecting on your beliefs against these three ways of learning, you will begin to understand how a specific belief came to be. You will also better understand what priorities may be driving them.

This reflective process is an important tool that can help you examine and re-examine your beliefs, as it allows you to learn something new from them. In the 28 Day Plan to Beat the Blues™ located in Chapter 9, we go into more detail to help you reveal how you know, what you know and ultimately how this information will help you alleviate stress.

The Experience Learning-Life Learning Technique

The **Fountainhead Method** uses a two-step technique called *Experience Learning – Life Learning*. It shows you how to capture important information from unwanted life experiences by finding the learning (and hence the value) that has come from this experience.

This technique is broken into two parts. The application of this technique helps isolate the belief causing stress from the experience that you thought was causing you stress.

Step 1: Experience Learning

Experience Learning is the process of examining what did not work in an unwanted experience in order to take a different approach next time.

Step 2: Life Learning

Life Learning is the process of examining the beliefs which are triggered from an unwanted experience in order to understand your personal attachment to the outcome. Life Learning is about understanding the situation with an accurate view of reality.

Read through the following example about Joanna.

Afterwards, we demonstrate how identifying the Experience Learning and the Life Learning shifts the focus from the beliefs causing stress to focusing on the valuable learning that comes from the same experience.

Joanna is a great cook. She prides herself on presenting wonderful dinner parties. Her friends envy her and are excited when invited to sample her talents. One day, Joanna began to prepare for one of her famous dinner parties for some close friends. The 'piece de resistance' for the dinner party was a succulent chocolate cake. In an attempt to achieve perfection, she told her guests to arrive at precisely 6pm. This was exactly 5 minutes before Joanna planned to remove the cake from the oven. Her goal was to create an enticing aroma as her friends arrived.

Joanna had worked all afternoon at her normal job, so this made the day of the dinner party extremely busy, however she still managed to set the dining room to her usual high standard. Later in the day, a client phoned and Joanna

found herself involved in a rather complex and intimate discussion. During the conversation the oven alarm went off, unheard. It was only the door bell that eventually grabbed her attention which immediately caused a wave of panic. “Oh, no!” She hung up the phone and rushed to the oven, only to be met by a burnt cake.

Although her friends all laughed at the situation, Joanna went into a state of stress. This was followed by emotions of embarrassment and shame. In front of everyone, Joanna broke into tears uttering the words “I am useless”.

Experience Learning-Life Learning with Joanna

In order to shift the stress that she feels, Joanna needs to examine this experience to receive valuable learning. She needs to first examine the practical skills needed in order to reach a different outcome. That is, what she might do differently next time. Second, Joanna must identify her beliefs around this experience that are causing her stress.

Step 1: Experience Learning

What are the practical outcomes of Joanna’s experience? Are there basic skills she can focus on to produce the desired result next time?

Some obvious points are...

- *Keep the oven alarm timer close by (to hear it even when distracted)*
- *Hold a dinner party when not working (perhaps on the weekend when she has more free time)*
- *Let the phone go through to the answering machine (to stay focused on the task at hand)*

The list could go on...

Step 2: Life Learning

To look for the Life Learning for Joanna in this situation, she needs to question what the stress was really about. In Life Learning, remember you are looking for the beliefs behind the experience which are actually responsible for your stress.

1. *What does Joanna believe this experience says about her?*
2. *Where did Joanna learn that not achieving goals made her “useless”?*
3. *How do her beliefs reinforce stress?*

By asking these fundamental questions, Joanna discovers the beliefs triggered during this experience. In this case, she believes she has failed. She believes her friends see her as a failure too. Ultimately, she thinks this experience makes her worth-less, meaning less valuable than she thinks she should be as a person and as a friend.

Your Time to Learn is Now

In Chapter 1, we taught you how your beliefs dictate your actions and priorities. What you know, you hold precious. Your beliefs create and reinforce your identity. In this chapter, we have shown you that examining how you have learned your beliefs and where you adopted them is the key to understanding your own stress.

We highlighted how three learning processes, observation, self experience and being convinced by others reveal how you have come to know what you currently know. This is important because learning not only shapes, changes and reinforces your beliefs it also exposes which beliefs work for you and which ones cause you stress.

Since your life is made up of a series of experiences, you are constantly receiving learning opportunities to better understand your beliefs and your experiences of stress. To this end, we have shown you a two-step technique so you further understand the importance of learning from the experiences that are unwanted. The Experience Learning – Life Learning technique is a simple yet powerful tool to uncover your beliefs around all experiences in life.

Before you begin Chapter 3, you must begin to think of unwanted experiences not as hindrances to your happiness, but rather as golden opportunities for personal development.

“Even unwanted experiences provide you with learning opportunities for growth and happiness.”

Chapter 2: Key Summary Points

- *Learning creates and alters your beliefs*
- *Observation, self experience and being convinced by others are the ways you learn and how you create or change your beliefs*
- *New knowledge and information either reinforces or contradicts your beliefs*
- *Life is made up of experiences which provide learning opportunities to better understand which beliefs work for you and which ones cause you stress*
- *The Experience Learning - Life Learning technique is a simple yet powerful tool to uncover your beliefs around wanted and unwanted experiences in life*
- *Unwanted experiences are not hindrances to your happiness, but rather golden opportunities for personal growth and development*

Chapter 3

Incorrect Beliefs Around Goals

Understanding Goals

The **Fountainhead Method's** definition of a goal is the same as that located within most dictionaries.

Goal - a personal objective or plan we wish to attain.

The simple ideas presented in these words are often widely misunderstood in society today. Many people believe achieving a personal goal increases your self-worth, that is, how you perceive your worth as a person.

The **Fountainhead Method** teaches you that this way of thinking leads to stress, cycles of stress and yes, you guessed it, more stress. If you are reading this book to understand and reduce your stress, you more than likely share this incorrect belief about goals.

This chapter teaches you basic information about your personal goals. It also helps you uncover critical information about yourself in order to understand how and why you have adopted this incorrect belief about them.

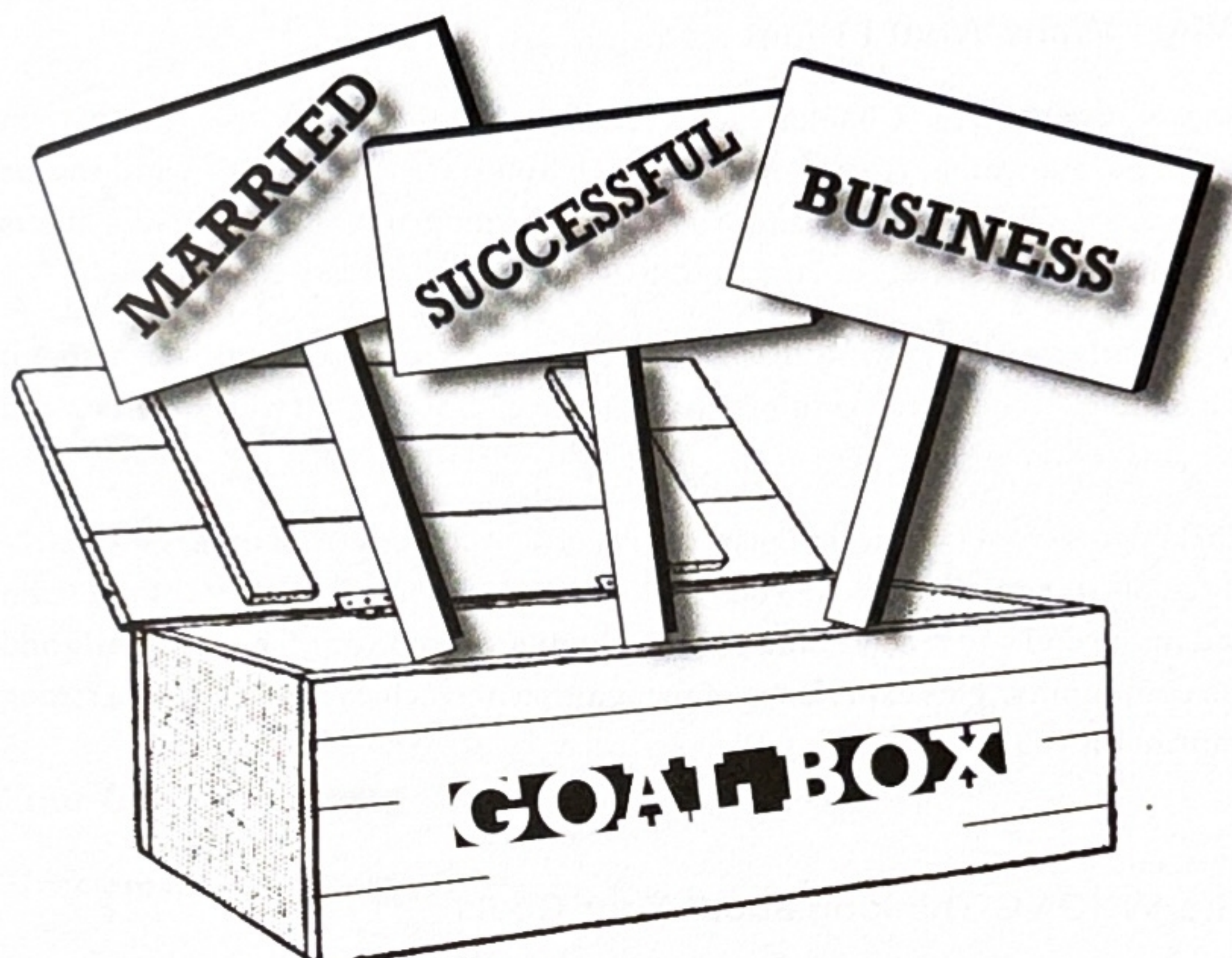
In Chapter 6 and in part of your 28 Day Plan to Beat the Blues™ you will learn the correct way to view your goals – the way goals can actually reduce stress.

The Goal Box

Two types of goals exist:

Everyday goals are important, but they do not usually define you. For example, you plan to brush your teeth or you decide you will change your clothes when dirty.

Personal goals, on the other hand, are very important. These goals are the ones you rigorously strive for and which you believe ultimately define your life. It is these personal goals which are important in terms of understanding stress.



Your Goal Box reveals achievements you desire in your lifetime. The personal goals you place inside your Goal Box are direct manifestations of your beliefs; they give meaning to your life. Examples might be to be happy, to find a great partner, or to achieve wealth. Your personal goals also change throughout your lifetime due to your ever-changing circumstances. When you are young, education is often a goal, whereas with maturity you may aim for financial security. In the end, your Goal Box is your ideal world and it is unique to you.

Why I Want What I Want

As you discovered in Chapter 2, different learning processes yield information which piece together to create your beliefs. You start setting goals of all shapes and sizes within your Goal Box. You also determine how you would like others close to you and society at large to value you based on these goals.

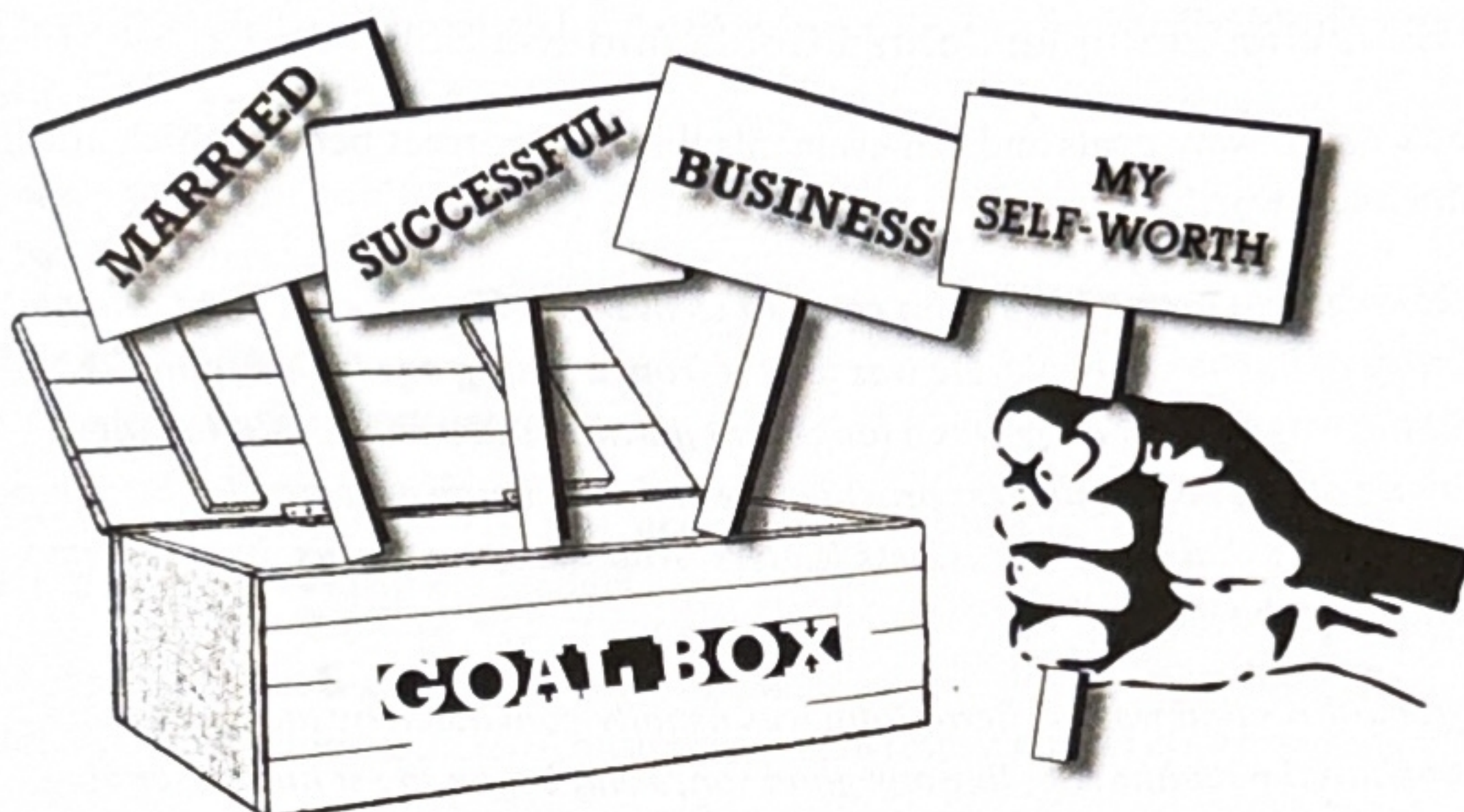
At an early age, you quickly discover that in order to gain something, whether it is a material asset or recognition from someone important to you, you first need to achieve something.

This begins from the first moment you receive accolades from others for reaching goals in your Goal Box. You get good grades, you make the football team and in the end you receive praise and recognition from your friends, family and the community. This experience of recognition and achievement leaves a strong imprint on you.

The WRONG Thinking about Your Goals

You are happy when you achieve; reaching goals feels great. You come to believe that the achievement of goals defines you. You feel a strong sense of self-worth. However, you become unhappy when you do not achieve; the inability to reach a goal leaves you feeling down. Other times you reach your goals yet you still feel down because you have not received the approval or recognition you feel should have come with the achievement of the result. Unable to reach a goal you set or unsatisfied with the goals you reach, either way, you feel worth-less.

If you are setting personal goals under the misconception that achieving them equals happiness and an increased worth to self or society, then you must also embrace the misconception that only by completing goals will you feel you are living a worthy life. This is a recipe for stress.



Your Goals and Your Stress

There are three ways personal goals can cause you stress:

1. *If your self-worth is attached to your achievements,*
2. *If you do not actually achieve, and*
3. *If you did not receive the recognition you thought you would after achieving your goals.*

If you currently think like this, you, like most people that suffer from stress, believe the more you achieve the more self-worth you will have. The problem with this belief is that, in reality, you do not always get what you want. Your goals do not always come to fruition. As a direct result, your goals actually become a catalyst for fear because you have **EVERYTHING** invested in them. **You realise that if you can *earn* your self-worth as a person, you can just as easily *lose* it.**

A Real Life Example: John's Goals and His Self-Worth

Look at the ways goals and achievements link to incorrect beliefs which affect John's self-worth...

A 25-year-old man named John came to us in 2003. He came from a family history of business people. He was taught from a young age by his father that the way to a good life was a long-term partner and a successful business. Having a successful business provides the status of being a successful businessman. John's dad respects business leaders. And, with this status, businessmen always get the girl.

Since John's dad was his hero, John was usually convinced by any advice his dad shared with him. So, like any good son, John began to set his personal goals for his Goal Box:

- 1. Have a successful business*
- 2. Marry a woman and settle down*

As time passed, John's life was going well. He found a great woman Kate, whom he married. He also took over one of the family businesses, the local fruit shop. He was constantly achieving. John was pleased with the accolades and recognition from his family that he often received. John believed that because his life was going according to his ideal plan, his self-worth was increasing.

A couple of years later, a competitor opened a nearby supermarket with a great fruit and vegetable section. His shop started to lose money. John could not afford to pay his employees. John could not afford to share profits with his father. He began to think family members now viewed him as a bad businessman. The business was failing and John felt like his life was failing too. John began to feel worth-less.

How Did John Learn that Achieving His Personal Goals Proves His Self-Worth?

John's personal goal:

Own a business.

The achievement:

Being a successful businessman.

The belief John holds that influenced him to set this goal:

His dad respects business leaders.

Where did John learn this belief:

John's dad told him successful businessmen are respected and always get the girl.

How will John gain his self-worth if he achieves this goal:

Recognition and approval from his father and status to find the perfect partner.
John gains his father's respect.

How will John lose his self-worth if he does not achieve this goal:

John believes his father does not respect him. John believes he is not worthy enough to find a life partner.

If John reaches his goals can he still feel worth-less?

Yes. For example, John feels he did not get the respect from his father that he deserves. He feels he did not earn enough profit even when the market was strong. His dad does not like his wife.

Goals and the Bigger Picture

It is important to clarify that the **Fountainhead Method** is not teaching that goals are the cause of stress. On the contrary, there are many great reasons you **MUST** have goals. For example, goals help motivate you and goals help give your life direction. At this point in the book, however, you should start to understand one key message about goals.

Achieving personal goals should not be the barometer for how you value yourself. Opposite to this prevailing belief, which is often reinforced by society, achievement of goals does not define you, nor does achievement of goals prove your self-worth. The outcome of this incorrect belief concerning goals is clear. This way of thinking leads to unnecessary stress. The reality of goals is actually simple. You do not achieve every goal you set, nor do you always get what you want from goals. As a result, goals are a guide for learning and personal development (discussed further in Chapter 6).

In the 28 Day Plan to Beat the Blues™ we ask you to reflect upon and examine your beliefs around goals. During that process you will learn how changing your view on goals can actually reduce stress.

Chapter 3: Key Summary Points

- *Goals are an objective or plan we wish to attain*
- *Goals are never bad*
- *You MUST have goals. Goals help motivate you and goals help give your life direction*
- *The personal goals you place inside your Goal Box are direct manifestations of your beliefs; they give meaning to your life*
- *Many people believe achieving a personal goal increases your self-worth. This way of thinking will always lead to stress*
- *Goals should not be the barometer for how you value yourself*
- *Achievement of goals does not define you, nor does achievement of goals prove your self-worth*

Chapter 4

What is Stress?



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

What Is Stress?

Derived from Latin, the word stress is short for distress. Stress is one of the most used words in the English language. It is also one of the most misunderstood. Although stress saturates everyday dialogue, it has lost the seriousness and accuracy in terms of how it affects your mental health and the general wellbeing of society.

No one is immune to stress. In fact, it is a guarantee that each of us throughout our lifetime will experience varying degrees of it. To help you understand the bigger picture behind stress, this chapter provides a short historical overview of it. It also helps you understand how stress affects you mentally and physically. We conclude by teaching you the one cause of stress. By understanding stress basics and the one cause of stress, you will be able to apply the information in the following chapters and the tools in the 28 Day Plan to Beat the Blues™ to actively reduce it.

A Brief History of Stress

After centuries of philosophers toiling with ideas of distress ranging from religion to politics, endocrinologist Hans Selye coined the term stress in the 1930s. Selye conducted hundreds of laboratory studies trying to understand the chemical and hormonal changes present in the body when one is experiencing stress. In the mid 1960s, stress research took the microscope away from the biology (focus on the body) and began focusing on a cognitive and behavioural approach (focus on the mind).

Seventy years after Selye, stress research has made its way into the traditional medical sciences. Stress is now understood as a psychological condition, hence the birth of a new term and concept in the field of practice; psychological stress. This research defines psychological stress as a reaction your mental, emotional and physical being goes through when faced with a perceived threat. This new understanding of stress is a breakthrough. In addition to a biological focus, researchers more clearly understand the psychology of the mind and how that drives human behaviour. When we use the term stress in this book, we are referring to psychological stress.

How Stress Affects Your Life

When stress crosses over from being a minor concern (I am running late for work) to a major concern (I am going to lose my job), it can leave you feeling that you may not be able to move past this particular experience. When you are experiencing stress, your general view on life becomes distorted and uncomfortable. Once stress is your major concern, it becomes responsible for a stream of emotions and bodily reactions such as irritability and tension. This way of thinking is damaging to your wellbeing both physically and mentally.

Understanding Stress from Your Body's Point of View

With every experience that is psychological (of the mind) there is a physical effect (of the body). This cause and effect relationship is what the **Fountainhead Method** refers to as a mind-body connection. The following section provides information to educate yourself about your body's reaction to stress and how you can learn from it.

When you experience stress, there are particular changes that occur within your body. For example, 'fight or flight' is the body's response to perceived threat or danger. During this reaction, certain hormones like adrenalin and cortisol are released. This slows digestion, increases the heart rate, and increases blood flow to key muscle groups. These changes give the body a burst of strength and energy. The collective response prepares your mind and body for the demands of stress. Originally named for its ability to enable us to physically fight or run away when faced with danger, today it can be activated in situations where neither response is appropriate, like gambling or during a stressful day at the office. During times of chronic stress, while the mind and body prepare to defend itself, other natural functions, such as the immune system, become impaired.

As a result, it is commonly believed that prolonged stress can make your body more vulnerable to illness. In fact, many practitioners now claim that nearly all disease has a stress related component. It is important to add, at this point, that examining your body's physical reaction to stress only brings about limited benefits. To alleviate stress, you must go to its root causes. This means changing the way you think about your life experiences and the belief which causes the physical reaction in the first place.

The One Cause of All Your Psychological Stress

The **Fountainhead Method** teaches that there is only *one* cause of all your psychological stress. The one cause of stress is the primary belief that ***my life is not going the way I want***. When you draw this conclusion, from an unwanted experience, stress is immediately triggered.

When a life experience is not going the way you want, you start to believe that your life must be going in the wrong direction and this inaccurate assumption leaves you feeling like you or your life is worth-less, that it is of less value than it should be.

The stress you are experiencing does not necessarily have to be about your life alone, however. You often experience the same feelings of stress if someone else's life is not going the way you envision it. In either instance, the thinking and rationale driving the primary belief ***my life is not going the way I want*** is, of course, inaccurate. The reason why you have trouble accepting the unwanted experience for yourself or others is because you incorrectly attach your self-worth to the result. Not surprisingly, the more self-worth attached to the outcome of an unwanted experience, the stronger the stressful reaction.

As explained in Chapter 3, you incorrectly believe that the achievement of personal goals is a direct reflection of your self-worth. Alternatively, you reached your goals, but you did not receive the recognition you felt you deserved. Either way, you discover your investment in the experience is attached to your self-worth.

Life Experiences Do Not Cause Stress

There is one point of difference that guides the **Fountainhead Method** philosophy in comparison to other systems aimed at understanding and reducing stress. The **Fountainhead Method** teaches you that life experiences do not cause stress; the way you think of them does. Say this out loud: **Experiences do not cause stress, the way I think of them does**. We realise that this concept goes against conventional thinking as well as popular opinion. Furthermore, it may sound foreign to you if you have ever been in traditional psychological therapy.

But think about it for a moment. Stress is not caused by life experiences, it is caused by what you believe about that experience and furthermore, what you believe this experience says about you (your self-worth – e.g., this experience means I am worth-less).

Many traditional therapists tend to link the cause of stress to a rather long list of experiences; experiences that are constantly being held responsible as the very origin of stress itself. Some experiences that are believed to cause stress are Christmas day, buying a house and going through a divorce. We have concluded that these or other experiences were the cause of stress, however, if true, then everyone who had the same experience would experience the same stress. By analysing thousands of people over almost a decade, using the **Fountainhead Method**, this is clearly not the case.

Here are a couple of examples to help clarify this key point:

Buying a house: traditionally this is known as a very stressful time. However, we are sure you have heard of other new homeowners celebrating this big purchase, having no stress at all.

Death in the family: a sibling is stressed because she feels her father will not be able to cope without her mother. Dad on the other hand is actually relieved his partner is no longer suffering. Both are grieving, but their feelings of stress are completely different.

Going through divorce? For some, divorce can be extremely stressful. Yet for others it is a time of freedom and peace. An abused partner rejoices knowing that this part of their life is over and a new journey is beginning.

In these examples, it is not the experience that is causing stress, but the conclusion that is drawn about the experience. The reason why and how people think about unwanted experiences is understandable.

As we clarified in Chapter 1, the conclusions you draw about life are based on your beliefs. These beliefs are shaped by your learning, which is influenced or reinforced by society. As a result, you are often convinced all experiences hold the same meaning for everyone. This, of course, is not true.

“My stress is
caused by viewing
my life experiences
incorrectly”

Understanding Yourself and How Stress Begins

In Chapter 3, we explained to you the inaccurate link between the achievement of your personal goals and your self-worth. Achieving personal goals is not the barometer to measure your self-worth. Contrary to this widespread belief, which is often reinforced by society, achievement of goals does not define you, nor does achievement of goals prove your self-worth. This way of thinking leads to stress.

In this chapter, we highlighted two important concepts concerning stress. First, the primary belief *my life is not going the way I want* is the one cause of stress. When you draw this conclusion from an unwanted experience, stress is immediately triggered. By knowing the primary cause of stress, you now possess crucial information to begin the process of eliminating it.

Second, experiences do not cause stress, the way you think about them does. You cannot change an experience. You can, however, reduce the stress you feel about that experience by changing the way you think about it.

In the following chapters, and in parts of the 28 Day Plan to Beat the Blues™, we provide you with information and tools to change the way you think about unwanted experiences. In the end, you learn that particular life experiences no longer pose a threat. Every experience becomes a time to learn about yourself and your life. Your unwanted experiences become educational by default.

Before we provide you with solutions to harness the learning from unwanted experiences, however, Chapter 5 teaches you a step by step framework which reveals the current thinking patterns you go through which reinforce your stress. Why? To reduce your stress, you must first know how it begins.

Chapter 4 Key Summary Points

- *Psychological stress is a reaction our mental, emotional and physical being goes through when faced with a perceived threat*
- *To reduce stress, you must go to its root cause; the belief*
- *The primary belief **my life is not going the way I want** is the root cause of psychological stress*
- *Life experiences do not cause stress, the way you think about them does*
- *For real change to take place, you must first learn to change the way you think*

Chapter 5

Get Your Life Right!

Get Your Life Right!

In Chapter 4 you learned the one cause of all your psychological stress is the primary belief *my life is not going the way I want*. In this chapter, you learn that once this primary belief is triggered, it in turn activates a four point framework of secondary belief assumptions that reinforce it. This framework within the **Fountainhead Method** is ironically called Get Your Life Right (GYLR). The Get Your Life Right framework acts as a reinforcer to the primary belief causing you stress.

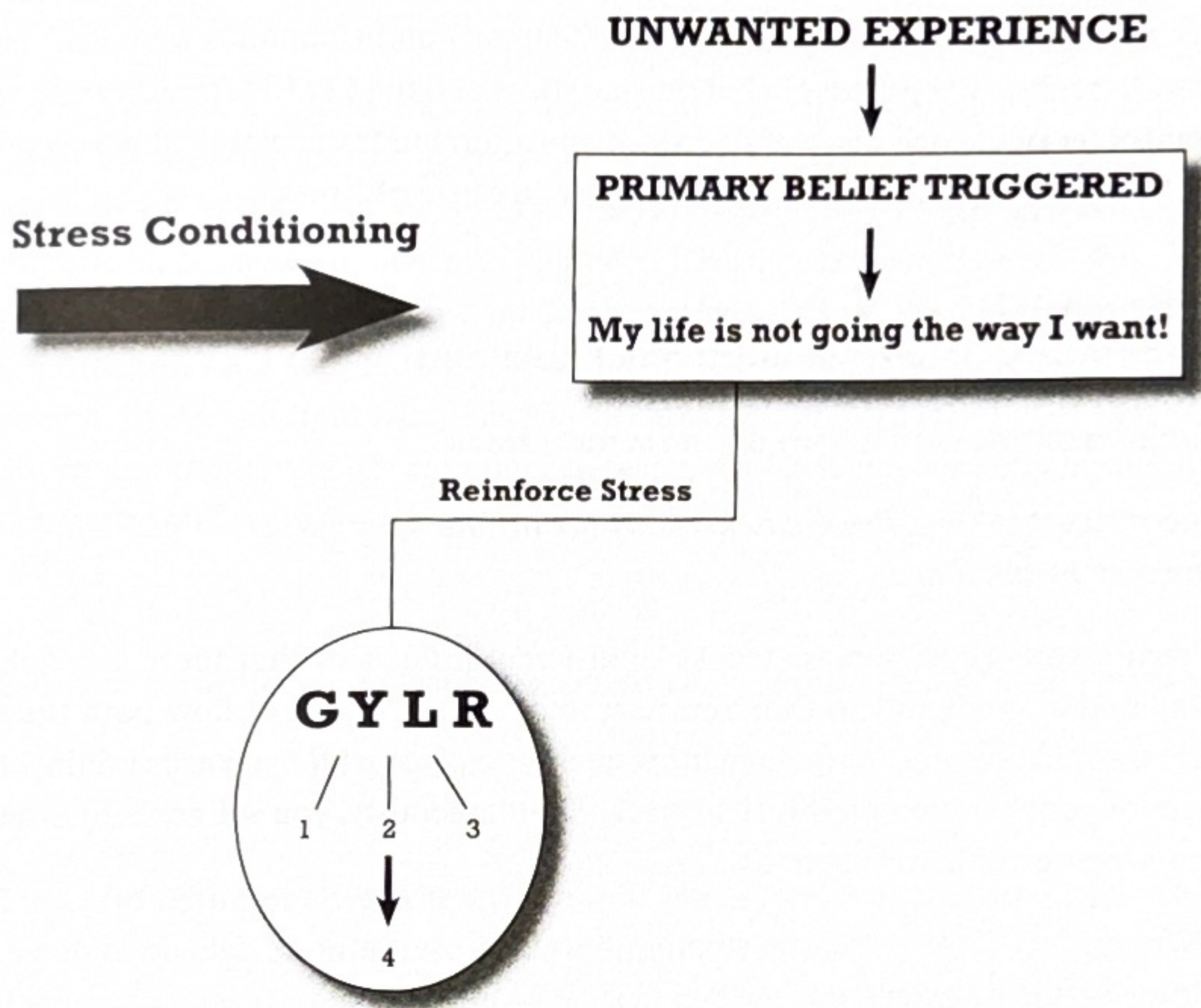
The Get Your Life Right framework was created as a direct result of working with over 4,000 people for more than a decade at the Fountainhead Organic Health Retreat in Queensland, Australia (www.fountainhead.com.au). The GYLR framework taught us one important fact about stress: EVERY person we worked with suffering from stress uses it!

What is more, although different people utilise various beliefs to reinforce their stress, we found EVERY belief from EVERY person suffering stress filters into four categories of secondary belief assumptions. Belief assumptions are beliefs that have been created based on misinterpretations of information. Belief assumptions reinforce the primary belief responsible for all stress.

These Belief Assumptions are:

1. *I am on the wrong track*
2. *I am missing out in life*
3. *I (or someone else) should've, could've or would've acted differently*
4. *I am worth-less*
(This one is called a core belief assumption due to the fact all stress ultimately becomes reinforced when you try to protect or increase your self-worth)

The following diagram explains where the GYLR framework is in relation to the one cause of stress.



- *You recognise an unwanted experience, e.g. a health issue emerges*
- *The primary belief **my life is not going the way I want** is triggered*
- *Next, the GYLR framework serves to reinforce and re-define what your stress is really about*

It is important to note the four belief assumptions are not always triggered in a particular order when experiencing stress. It varies from person to person and from experience to experience. However, these belief assumptions appear in all cases of stress, even if you do not recognise it at first. You may not initially recognise this truth as you use different words and phrases to describe these belief assumptions. Because of this, we now describe each belief assumption in more detail, followed by the alternative language stress sufferers use to describe them.

The experiences you encounter around stress may change, but the destructive, GYLR framework you use to reinforce stress's root cause never does – at least not until now. To reduce your stress, in Chapter 7 and Chapter 8 we teach you how to replace the primary belief causing stress and the GYLR framework (the reinforcer of the one cause of stress) with an alternate framework, which serves as the antidote, that is, the solution to the one cause of stress.

Secondary Belief Assumptions Explained

Belief assumption 1: I am on the wrong track.

Incorrect thinking: I've got to keep my life off the wrong track to make life go the way I want it to!

From a young age, you are taught by different influences that there is a right way and a wrong way to live. You start to develop pictures of how both these lives would appear. You begin putting goals into place while you are running to secure your position on this right track. Simultaneously, you set goals to avoid walking down the wrong track.

When your life experiences stop lining up the way you want, however, you draw the conclusion that your life is heading the wrong way. This direction highlights decisions you made that you think were incorrect. You believe this takes meaning away from your life. This track does not line up with the ideal picture of life that you have been taught and now want.



This belief assumption leads you to judge all life experiences as potential intrusions. Intrusions remind you the only way back to the right track is to get life right and make the right decisions. By making the correct choices you think you will achieve everything you set out to do. In the end, you believe being on the right track will ultimately protect your self-worth.

Belief assumption 2: I am missing out in life.

Incorrect thinking: *I am missing out on what my life needs in order to get it right.*

When you use this belief assumption you are convinced you have missed out on or are missing out on opportunities or experiences you need in order to get your life right. Each person's needs vary according to what they believe is important. Some examples are: you need the right house, you need the right partner and you need approval and recognition for both. Whatever these ideal opportunities are for you, the assumption is that they allow you to be the right person, living the right life. This way of thinking reinforces the belief that you are having the wrong life experiences, which of course implies you are missing out on the right ones.

Belief assumption 3: I should've, could've, or would've acted differently.

Incorrect thinking: *I or someone else should have done something differently in the past.*

The third assumption is when your stress is reinforced by the belief that you, or someone else, *should have* made a different choice. You are convinced that if you made a different decision—the *right* decision—you would not be experiencing the stress you are now feeling. You apply this assumption to alternate decisions others should have made as well.

You find yourself going over unwanted experiences again and again, seeing all the signs that now appear obvious (the ones that were out of sight at the time). You also recall all the warnings others gave you that you did not hear, all your past experiences you ignored and all the alarm bells that went unheeded. Consequently, the words go around in your head, 'You *should have* done this, or you *could have* done that and then this *would not have* happened.' Before you know it, you are *should've-ing*, *could've-ing*, *would've-ing* all over the place! When this belief assumption is triggered, you lay blame on yourself and others. This blame increases as guilt, anger, sadness, regret and a torrent of other emotions unravel.

There are also times you find yourself in a situation where you knew the ideal choice to make, but you did not make it. This leaves you filled with confusion, because again you start to think and believe that I should've ...

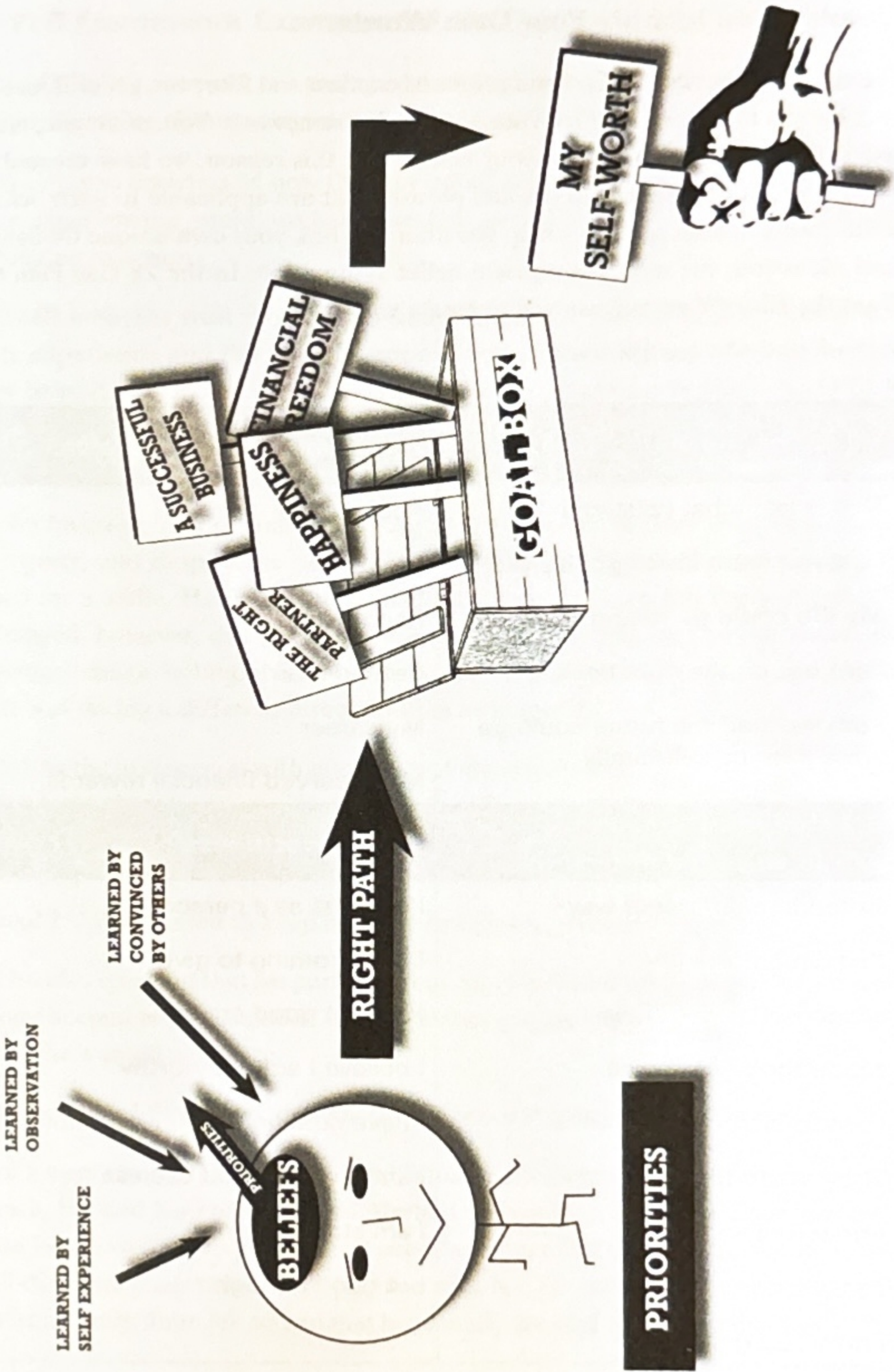
When triggered, all three belief assumptions, *on the wrong track, missing out and should've, could've and would've acted differently*, lead you directly to core belief assumption 4.

Core Belief assumption 4: I am worth-less

Incorrect thinking: *Myself and my life are worth-less because I have not got life right.*

The fourth belief assumption of the Get Your Life Right framework is a thinking pattern that reinforces the incorrect belief that your self-worth can be taken away (as discussed in Chapter 3). The GYLR framework reveals that you believe your self-worth is attached to the goals you achieve and the ones you do not. Goals become how you evaluate your self-worth and in turn how you evaluate your life. You conclude the only way to increase your worth is by the constant achievement of goals. Simultaneously, you conclude that if you do not achieve them, your self-worth decreases. This pattern of thinking reinforces the *one* cause of all stress.

When you experience stress, your main motive for making sure life goes the way you want is to protect your self-worth and/or increase it. However, this thinking exacerbates stress because you quickly discover that if your self-worth can be increased, it can also quite easily be decreased.



Helping You Identify Your Own Words

We use four specific belief assumptions to capture and filter the general incorrect beliefs that drive the Get Your Life Right framework. You, of course, may use different words to express your beliefs. For this reason, we have created a table and list of different words and phrases that are applicable to each belief assumption. These examples help you filter and link your own unique thoughts and ideas into the most appropriate belief assumption. In the 28 Day Plan to Beat the Blues™ we will ask you to create your own.

1. I am on the wrong track:	2. I am missing out in life on:
This is not what I planned I did not want life to go this way My life could go wrong I am not on the right track I am worried the future could go wrong for myself/family	Acceptance Love Recognition Getting married My career My deserved financial rewards
3. I should've, could've, would've acted differently:	4. I am worth-less
Acted in a differenct way Known better Made better decisions Made the right choice I am to blame They are to blame I now feel anger I now feel regret I now feel guilt	I feel less as a person I have nothing to give I am not good enough I believe I am not worthy I have nothing to offer my family I am hopeless and useless I am stupid, dumb, not good enough

GYLR Framework Example: John's Divorce

The GYLR framework is a tool used to dissect and interpret how you are incorrectly thinking about an unwanted experience.

To help you understand how the four belief assumptions are present when you are experiencing stress, we have included an example of Get Your Life Right thinking in action.

Recall John, the fruit shop owner, from Chapter 3. John has another unwanted life experience and this time he approaches a **Fountainhead Method** mentor for help. After this example, we examine John's thinking through the GYLR framework. This is a practical exercise that helps you understand how the GYLR thinking reinforces stress.

John invested a lot of time rebuilding the fruit shop. He was pleased with his progress, and despite the new competition in town, John's fruit business did well for a while. He perceived he had the "good life". That happiness quickly changed, however, due to an unwanted experience. His idea of the good life changed into a feeling of intense stress. John could not believe it. At age 31, his life was taking a different direction than he planned.

During the first session with his mentor, John revealed his life goals (and failures to achieve them):

Goal 1: John wanted his marriage to last a lifetime; and

Goal 2: John wanted to keep his business growing strong.

John also revealed that his partner, Kate, had confessed that she did not want to come second to the business, which she thought she had over the last few years, and she wanted a divorce.

At the core, John simply thought his life was not going the way he wanted it to.

John went on to explain that he felt his life had somehow ended up on the wrong track. He told his **Fountainhead Method** mentor that, by losing Kate, not only had he screwed up his goal to have one life partner, but he would also miss out on all the other goals that he had planned with her. He felt he would not be able to start a family. John felt so bad that he actually decided to sell his business.

John began feeling angry and guilty for not seeing these signs from Kate. He began to regret some important decisions he had made around the business over the last few years, especially the ones that clearly took more of his time away from Kate.

At the end of the session, John's voice turned sullen. He said he was not a good partner to Kate. He was certain he had ruined his real chance of happiness. John broke down in tears and cried, "I have been a lousy partner. I am a lousy person." John ended his session by telling his **Fountainhead Method** mentor that the divorce made him feel less of a man.

The following example demonstrates how John's beliefs fit into the GYLR framework, which ultimately reinforces his stress concerning these unwanted experiences. These examples expose the important components of the GYLR framework and how secondary belief assumptions reinforce the one cause of stress—the primary belief *my life is not going the way I want*.

The Get Your Life Right Framework and John's Beliefs

Belief assumption 1: I am on the wrong track

"...he felt his life had somehow ended up on a wrong track."

Belief assumption 2: I am missing out in life

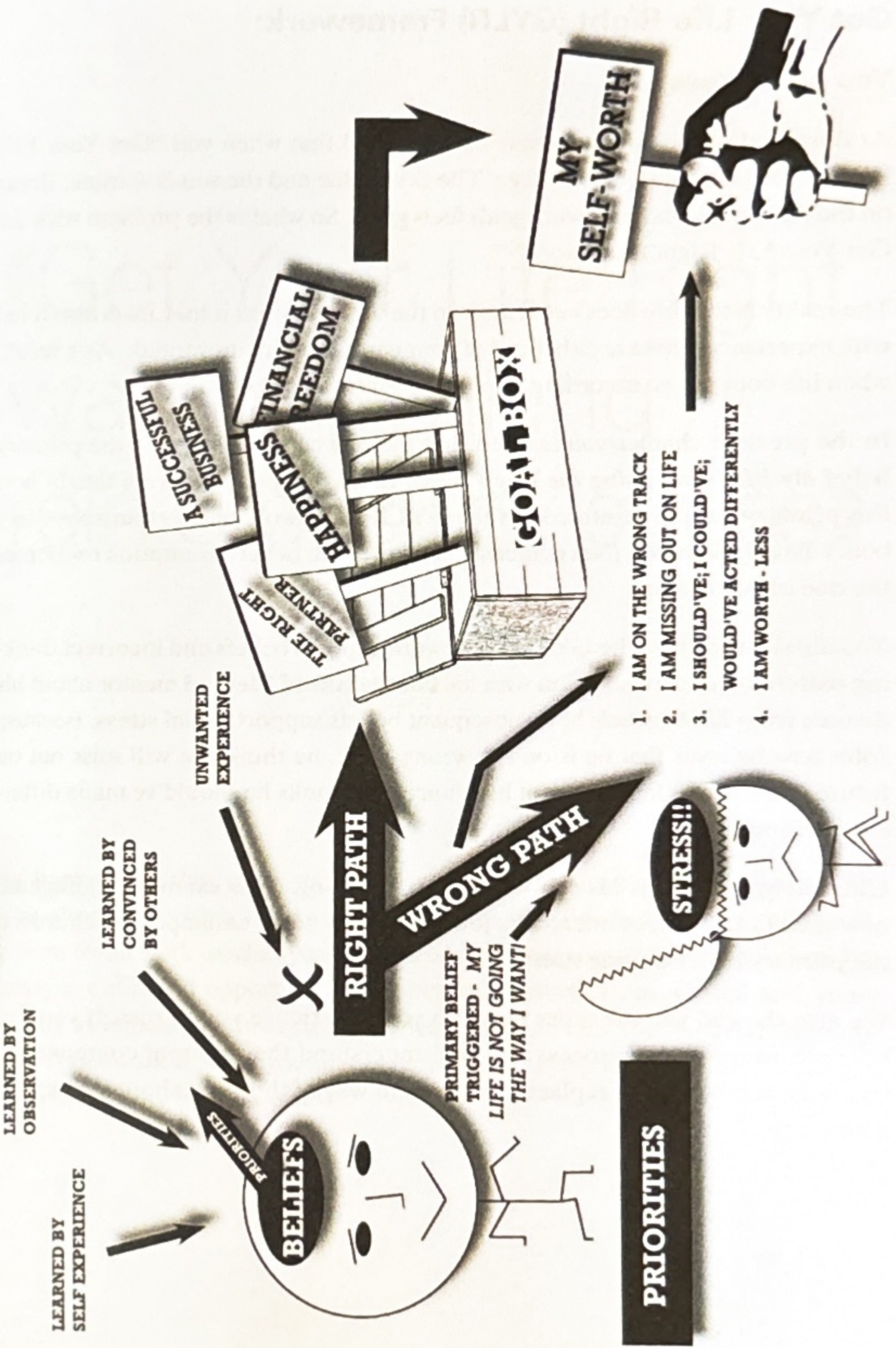
"...he would also miss out on all the other goals he had planned with her."

Belief assumption 3: I should've, could've, would've acted differently

"He began to regret some important decisions..."

Core Belief assumption 4: I am worth-less

"...the divorce made him feel like less of a man."



Get Your Life Right (GYLR) Framework:

You and Stress

At this point in the book you may have realised that when you “Get Your Life Right,” you actually live stress-free. The sky is blue and the sun is shining. Being on the right track and achieving goals feels great. So what is the problem with the Get Your Life Right framework?

The reality is that life does not always go the way you want it to. Life is also filled with experiences that are either out of your control or are unwanted. As a result, when life does not go according to plan, you start feeling worth-less.

In the previous chapter you learned that the one cause of stress is the primary belief *my life is not going the way I want*. In this chapter, you were taught how this primary belief is reinforced by the GYLR framework and its four secondary belief assumptions. We then demonstrated how each belief assumption reinforces the one cause of stress.

You also learned how the GYLR framework exposes beliefs and incorrect thinking patterns. John’s discussion with his **Fountainhead Method** mentor about his divorce from Kate reveals how subsequent beliefs support initial stress. Because John now believes that he is on the wrong track, he thinks he will miss out on future goals. As he looks back at his choices, he thinks he should’ve made different decisions.

Ultimately, John feels his self-worth is diminishing. This example highlighted how the GYLR framework and its four secondary belief assumptions reinforced the primary belief causing stress.

We also showed you the order in which you experience your stress. If you can become aware of this process and you understand the different components, you will then be able to replace your current way of thinking about stress with a new one.

“Get Your Life Right
way of thinking
reinforces my stress”

In Chapter 8, we then teach you how to exchange the Get Your Life Right framework altogether with a Personal Development framework. The Personal Development framework teaches you that life is about learning. It teaches you how life provides unlimited opportunities for personal growth from wanted and, more equally as important, unwanted experiences. In the end, the Personal Development framework teaches you that once you stop trying to Get Your Life Right, you will actually live stress-less.

Chapter 5 Key Summary Points

- *The **one** cause of all stress is the primary belief **my life is not going the way I want***
- *There are four secondary belief assumptions, which act as reinforcers to the one cause of stress, which we call the Get Your Life Right framework (GYLR)*
- *Belief assumptions are incorrect thinking*
- *The 4 belief assumptions are:*
 1. *I am on the wrong track*
 2. *I am missing out in life*
 3. *I should've, would've or could've acted differently*
 4. *I am worth-less (core belief assumption)*
- *You incorrectly believe your self-worth can be decreased*
- *Reality demonstrates that life does not always go according to plan*
- *Learning opportunities exist when life does not go according to plan*

Chapter 6

Goals, My New Medication



THE
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You Are What You Think

Laying the Foundations

It is important to keep in mind that this stage of the book represents the half way mark of your learning. So far, we have covered fifty percent of the information in the **Fountainhead Method**. The first half of the information you learned was to understand the cause of your stress.

The following list summarises the cause of stress and what reinforces it:

- *Learning – there are three ways of learning which create your beliefs*
- *You use the learning processes to also change your beliefs*
- *Beliefs dictate how you see yourself and the world*
- *Goals – incorrect thinking: you believe the achievement of your personal goals reflect your self-worth*
- *Unwanted experiences – more incorrect thinking: you believe unwanted experiences cause stress; they do not, the way you think about them does*
- *Stress – the one cause; the primary belief **my life is not going the way I want***
- *Get Your Life Right framework – the four belief assumptions that reinforce the **one** cause of stress*
- *Core belief assumption – final incorrect thinking; I can increase or decrease my self-worth*

For the purpose of learning how to reduce your stress, it was essential you understood what causes it. You are now equipped to move forward. Chapters 6, 7 and 8 teach you the remaining power of the **Fountainhead Method**, which are the skills, tools and thinking needed to reduce your stress. These chapters give you potent information that acts as an antidote to incorrect thinking patterns and assumptions, which ultimately allows you to live more of a stress-free life.

You may notice that the next few sections are substantially shorter in content than Chapters 1-5. This by no means suggests they are less important, nor do they possess any less might. On the contrary, the important messages in these

chapters provide the key tools for change to reduce your stress. The reason these chapters are shorter is based on the fact that solutions to stress reduction are actually simple and succinct.

The challenge is for you to latch onto this information and put it into practice. Make no mistake about it, simple does not always mean easy.

Changing Your Mind about Goals

In Chapter 3, when covering Goals, we focused on the incorrect beliefs held around your personal goals in your Goal Box. You learned about the incorrect thinking about goals; that when you achieve them they increase your self-worth. We also covered why this belief adds to your stress each time you believe your goals are in jeopardy. If your belief around your goals and self-worth is incorrect, then what is the real purpose of a goal?

In this chapter, we teach you about the only two real purposes driving goals. Once you understand these purposes and set your goals with this new understanding, your view of goals, how you set them and why you set them will no longer be a task filled with pressure and stress. Setting goals will be a process filled with excitement and learning.

Goals: Two Real Purposes

1. Achievement is not a dirty word

The first part of the process when setting a goal is similar to the common belief held in society; that goals are set in order to achieve them. The **Fountainhead Method** agrees that wanting to achieve a goal, or working towards that attainment, is desirable.

The crucial point of difference, however, within the **Fountainhead Method** is when you do achieve a goal you must understand this achievement has not in any way increased your self-worth. The **Fountainhead Method** teaches that the attainment of a goal is not attached to your worth as a person. It further teaches that these two factors, self-worth and achievement, exist separate from each other in life.

This is not to say you will not feel disappointment when you set your sights on a goal, but do not achieve it. When you adopt the correct understanding that the achievement of a goal does not equal your self-worth, then the inability to achieve a goal no longer leaves you feeling worth-less.

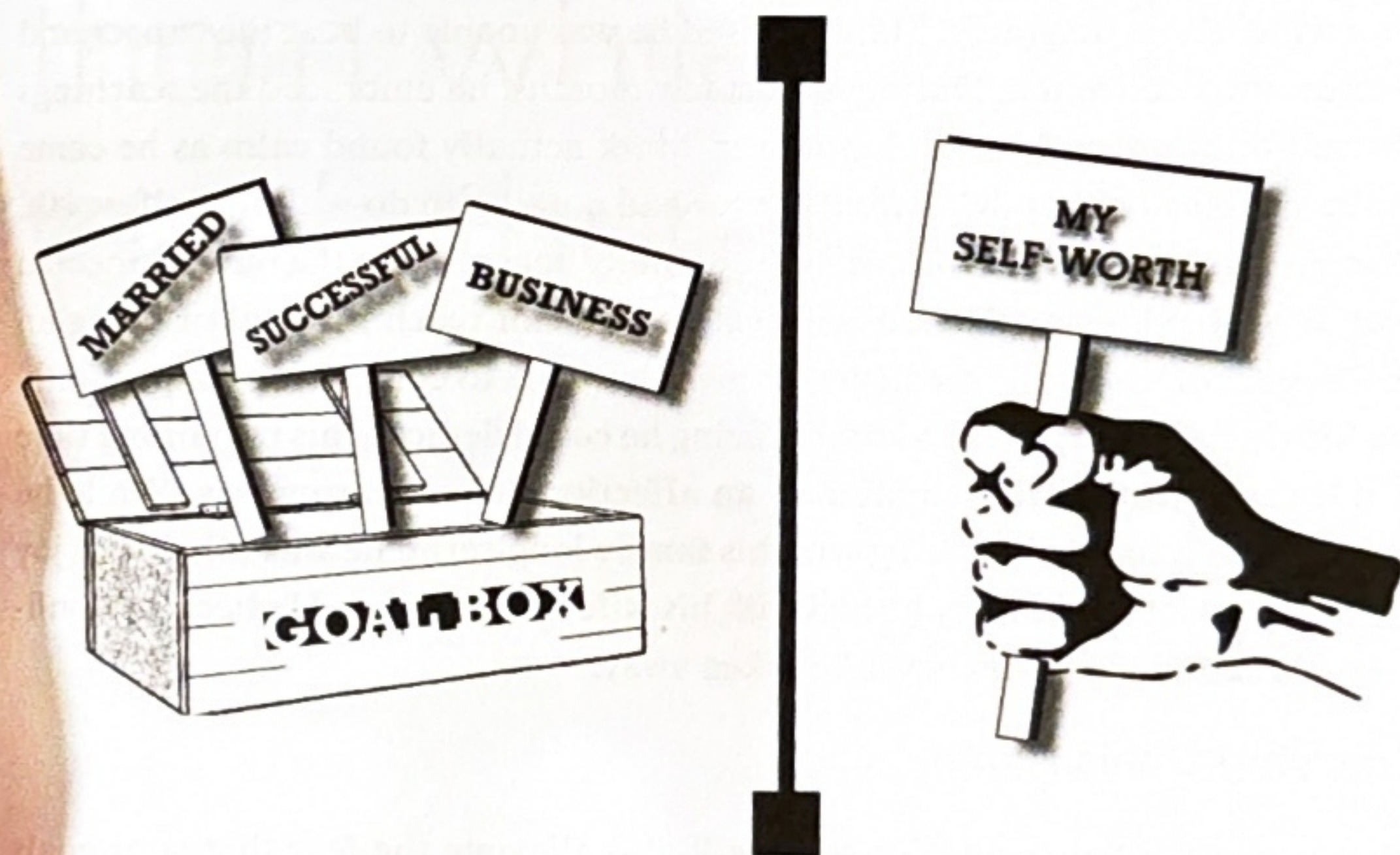
What is important here is the learning. To achieve the goal you may need to attempt a different direction or approach, perhaps the timing could be better, or perhaps it is not really a suitable goal for you.

2. Goals, my new medication

The second, critical part according to the **Fountainhead Method** in the process of goal setting is rarely examined in society. It is crucial to reflect and to be mindful of what is actually taking place during the moments you start moving towards your goals. With each progressive step you take toward your goal, you are automatically learning through new experiences. It actually does not matter if you achieve the goal or not. Why? You encounter new pieces of information, you are meeting people you may not have met and you explore new places you may never have been to. Due to all the actions you take in your pursuit of these goals, you are having countless experiences that contribute to your learning and life's journey. All of these moments and experiences, both wanted and unwanted, offer tremendous personal development and growth. The challenge is for you to apply this thinking while you are on your journey.

Your New Goal Box

With your new and accurate understanding of setting and achieving goals, it is important to note that what is in your goal box does not have to change. You can still desire to meet the love of your life, start a family and own a new car. The difference is your self-worth is no longer attached to these outcomes. You will now know your Goal Box and your ambition to achieve goals will never be a threat to your worth as a person again.



Understanding Goals and Self-Worth in the Toughest of Times

A client (Mark) attended one of our programs at Fountainhead Organic Health Retreat in 2004. He wanted to use the **Fountainhead Method** for working through his terminal cancer and the stress it was enflaming. We quickly discovered Mark tied his self-worth to his potential ability to overcome his cancer. Mark did not want to leave a wife and young children. His long-term goal was to spend his adult life caring for them. He was not fearful of dying; he was concerned about the wellbeing of his family. Mark ultimately felt that if he did pass on, this meant he was not a good father or partner. This thinking left him feeling worth-less in the worst possible way.

Shortly after his diagnosis, Mark realised he was unable to beat the cancer and eventually died from it. During his last few months, he embraced the teachings of the **Fountainhead Method**, however. Mark actually found calm as he came to the conclusion that dying from cancer had nothing to do with his self-worth. During sessions with his life coach, he actually began to see the humour he had ever thought this way. He realised that he may not reach his goal of being an active part of his family members' lives in the years to come. More importantly for Mark, he began to stress-less, realizing he could dedicate his remaining time and love to his wife and children in an affectionate and caring way. While he did not reach his goal of being with his family long-term, he was filled with joy thinking about the journey he had with his wife and children. He became confident his self-worth could never be taken away.

Enjoying Goals Again

This new way of viewing your goals will also alleviate the fear that your goals must be set in stone, giving you permission to alter or change them. Once you have learned to set or change a goal without the fear of failure, you will then know you have changed your old pattern of thinking and adopted a way that will reduce your stress.

Finally, when you fully embrace this way of thinking, the process of setting goals changes form. You no longer feel the weight of having to always achieve all your goals all of the time. Instead you can enjoy the process of setting, learning and at times achieving.

“The true purpose of my goals is to learn and grow from them while I try to reach them.”

Chapter 6 Key Summary Points

- *There are two main and accurate purposes of having goals:*
 1. *To attempt them*
 2. *To learn from the attempt and the journey towards your goals, even if you do not achieve them*
- *You will gain personal development from the pursuit of your goals*
- *The outcomes of your goals do not alter your self-worth in any way*
- *Your goals can be altered or changed at any time*

Chapter 7

Working My Way Out of Stress

In Chapter 4, you learned some crucial information to understanding your stress. It is important you understand and learn the cause of your stress and how this cause was triggered. With this new knowledge, you now know where to begin reducing it.

Your current, stress-based thinking:

1. *Stress is caused by the incorrect conclusion drawn about an unwanted life experience; the primary belief **my life is not going the way I want.***
2. *The primary belief then sets off a framework of specific beliefs (Get Your Life Right) which in turn reinforces your stress.*
3. *No life experience ever causes you stress (although most of the time you currently adopt this incorrect thinking).*

It is vital you remember this essential information when experiencing stress, so the duration you spend suffering from it becomes less. In this chapter, we teach you to replace the primary belief causing stress with an antidote, or belief upgrade to reduce it. Like all of the information within the **Fountainhead Method**, the aim of this chapter is to keep the solution simple and precise, in order to make the process of changing the way you think clear and user-friendly.

The *ONE* Upgrade to Stress-Based Thinking

Identifying the primary belief causing your stress was the first step to understanding your stress. Now that you know this fact, you are ready to take on and apply the belief upgrade needed to replace it.

Primary belief upgrade:

My life does not ALWAYS go the way I want.

With practice, you will find the belief upgrade helps to reduce your stress dramatically and, in some cases, it can help dissipate your stress before the reinforcement has begun. This belief upgrade is the initial, sole antidote to reduce your stress.

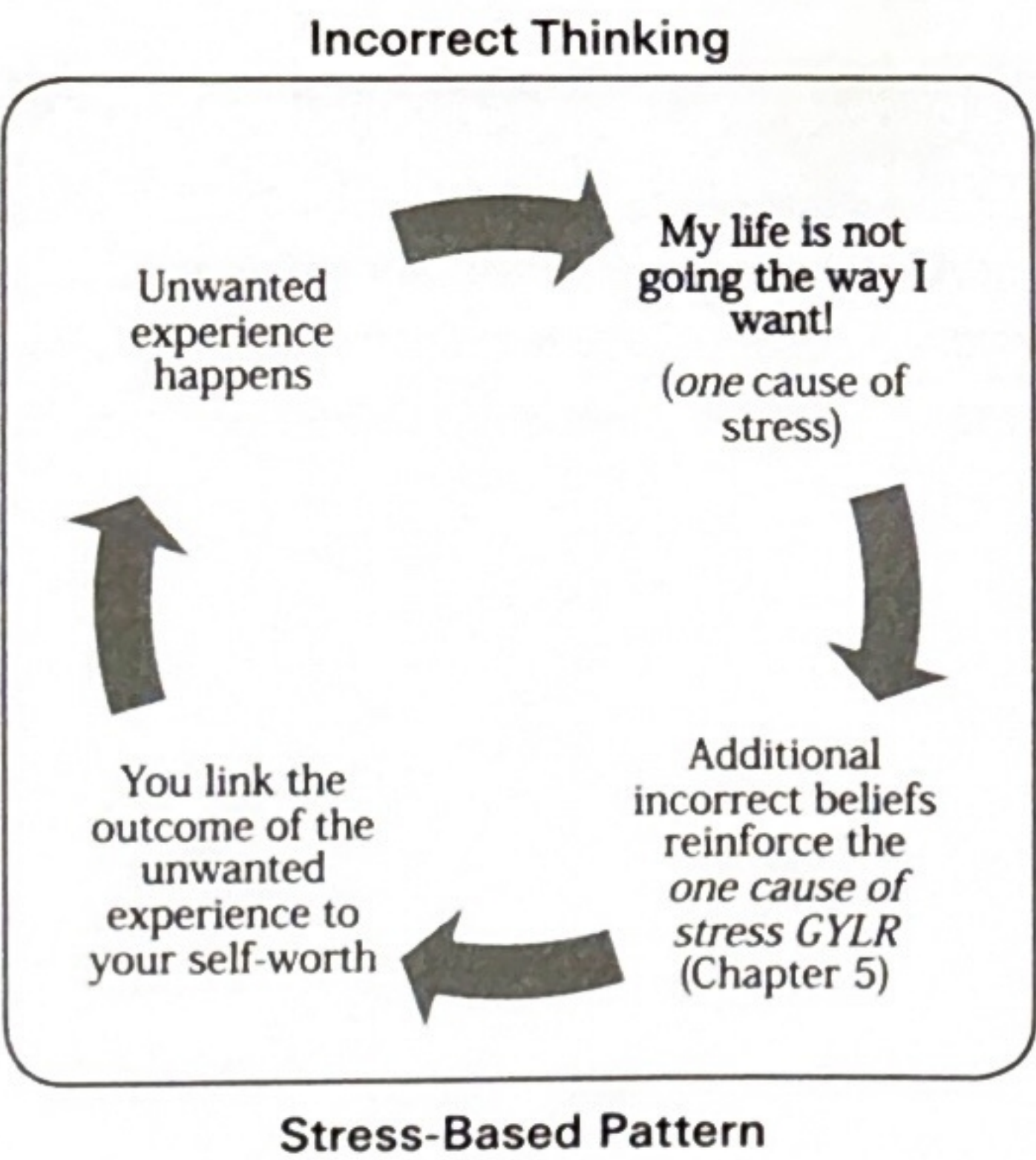
BELIEF UPGRADE REDUCING STRESS	PRIMARY BELIEF CAUSING STRESS
<i>My life does not ALWAYS go the way I want</i>	<i>My life is not going the way I want</i>
Correct thinking	Incorrect thinking

Stressed-Based Thinking Pattern

My life is not going the way I want is the initial, stressed-based thought that in turn triggers additional thinking patterns which reinforce your stress. This way of thinking is highly personal, extremely subjective and facts are often missing or misinterpreted. In the end, this stressed-based thinking pattern incorrectly links your self-worth to the outcome of the unwanted experience.

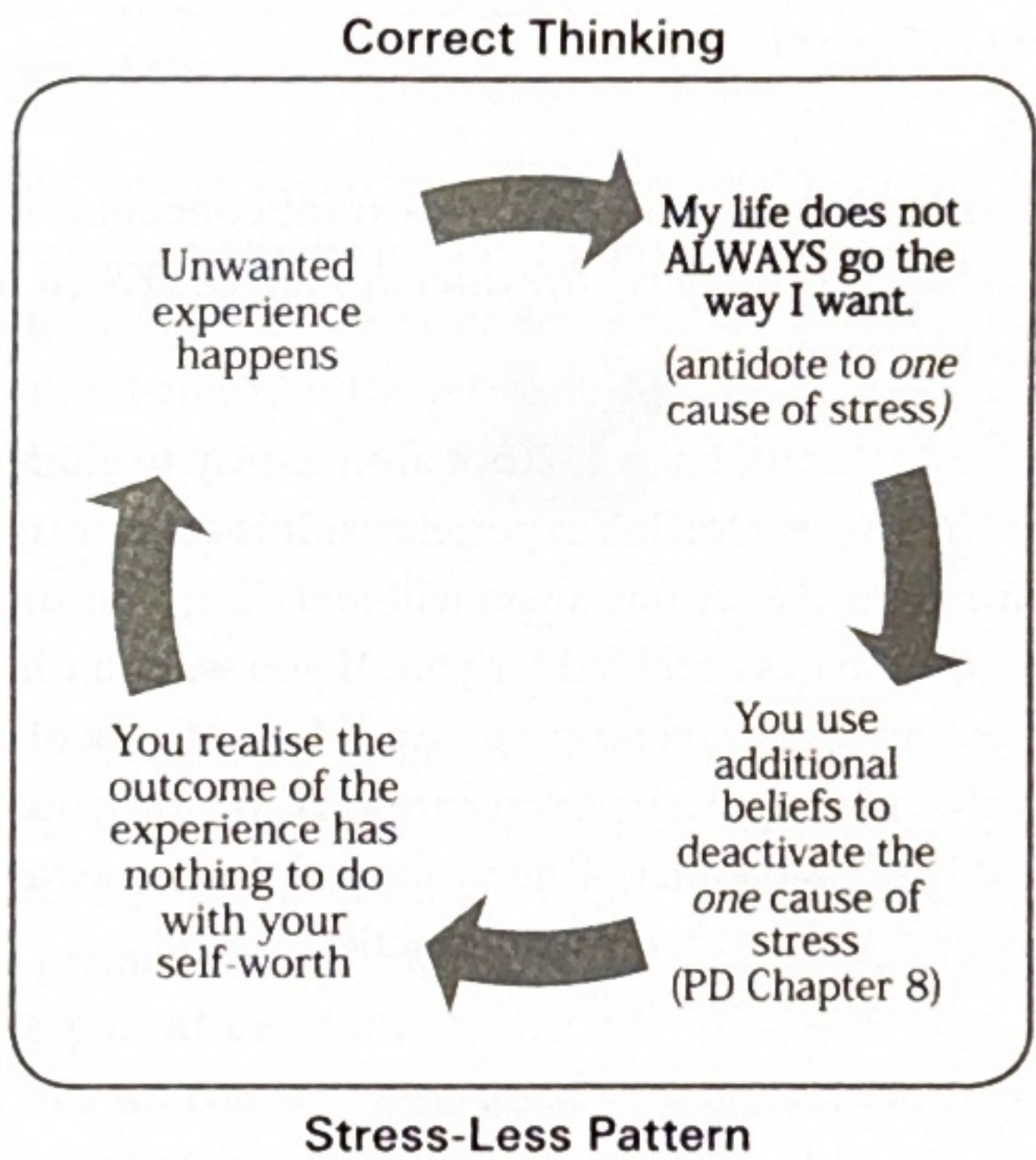
Incorrect Thinking: Stress-Based Pattern

Unwanted experiences are natural phenomena. They happen to us all. Once you understand this, you then discover you simply need a new way of looking at life experiences to bring you out of stress.



Stress-Less Thinking Pattern

My life does not ALWAYS go the way I want is the initial (and only) antidote, to your current, stressed-based thinking pattern. This stress-less thought in turn triggers additional thinking patterns that reduce or remove stress before it happens. This way of thinking is objective and based on facts and reality. In the end, this framework of stress-less thinking reveals your self-worth has no link to unwanted experiences whatsoever.



The primary belief upgrade *my life does not ALWAYS go the way I want* taught in the **Fountainhead Method** is based purely on facts and reality. Fundamentally, it teaches you and affirms what you already know, but do not practice. This stress-less framework teaches you that even with all of your planning and goal setting, life experiences do not always unfold how you would like them to. Once you embrace this simple truth, you can then start to think differently about unwanted experiences.

Precursor to Changing the Way You Think

To start thinking differently, there are two important concepts which need to be understood and then applied to your life in order to start the journey of working your way out of stress.

1. *Change: you must change the way you are viewing unwanted life experiences.*
2. *Acceptance: in order to move past unwanted life experiences, you must accept that the experience has occurred and that it cannot be erased or changed.*

Once you adopt and integrate these two important concepts you will then be ready to apply the belief upgrade ***my life does not ALWAYS go the way I want*** to any unwanted experience.

It is important to note that we know it is not always easy to change the way you think or to accept your unwanted life experiences. It is actually quite difficult in the beginning. We know that at times you will feel disappointment, anger and grief in terms of how life has unfolded for you. If you want a different result in terms of your stress however, you must apply a different way of thinking. You must apply the belief upgrade so that you can start to view your unwanted life experiences in a stress-less manner. Once you start this new way of thinking, it actually becomes quite easy to apply with practice.

How Do I Begin Changing the Way I View Unwanted Life Experiences?

In order to change the way you view your unwanted life experiences, you need to begin looking at them objectively and as an opportunity for growth.

Objectivity

Look at the facts and the reality of the experience. Consider and evaluate ALL the different and varying beliefs, goals and priorities of each individual connected to the unwanted experience. How were they similar? How were they different? Was there anything that happened which was out of your control? Out of their control?

Do not base your answers on personal opinion. Imagine that you are a curious fly on the wall watching the experience unfold in real time. You are not in the experience; you are just trying to understand it. Look beyond your feeling of disappointment and consider the intricate details of the experience. Make sure you interpret the experience as it really happened; do not look through your subjective lens on how you thought it should have happened.

Growth

When you start to look at unwanted life experience objectively, it becomes first-nature to take all of the facts and circumstances into consideration. Once you do, you will often discover important facts that you did not initially recognize when the primary belief causing stress was activated. You will discover something that you already know, that you cannot always control life and the people within it. You will also discover self-worth is only attached to the outcomes of unwanted experiences when you let it.

To stress-less and to bolster healthy growth, you must move past personal opinions surrounding unwanted experiences and what you believe life should be. Once you decide to change the way you think about unwanted experiences, once you begin to think objectively about them and once you accept that they have happened and that you cannot change them, you will be amazed at just how much less you stress.

You will understand that the primary belief *my life is not going the way I want* is an incorrect way of thinking, serving no purpose in your life except for creating false expectations which trigger stress. Finally, you will understand that the belief upgrade *my life does not ALWAYS go the way I want* is a powerful tool for change that allows growth and personal development to occur - even amidst the most unsavoury and unwanted life experiences.

How This Belief Upgrade Will Change Your Life

When you begin to review your unwanted life experiences through the primary belief upgrade, you will notice the duration you spend experiencing stress dramatically decreases. You will also notice that things that used to cause you stress no longer do. This is because you no longer fight against the reality, facts or circumstances behind your unwanted experience. Instead, you begin to accept the reality of what really took place, objectively.

This is not to say there will not be experiences you find yourself wishing were different. However, what we teach you in the **Fountainhead Method** is that this once seemingly natural reaction has no place in a stress-less life.

“I can change my experience of stress by changing the way I view life.”

Understanding Stress as an Opportunity, Not as a Threat

Once you acknowledge the fact that all of your life experiences, particularly the unwanted ones, offer you significant learning, every life experience becomes valuable. What is more, each experience which does not go the way you want will no longer feel like a threat to your self-worth. Instead, every experience becomes an opportunity for growth and personal development.

The reality is that your life does not always go the way you had planned, and this is not because life is working against you. Experiences happen, unwanted or otherwise. Learn from them. Grow. And move on in life to the next part of the journey. By adopting and applying the primary belief upgrade ***my life does not ALWAYS go the way I want*** you will learn to bring yourself out of stress and into a state of understanding and acceptance.

“Unwanted life experiences offer opportunities for growth and personal development”

Chapter 7 Key Summary Points

- *The antidote for stress is the one primary belief upgrade my life does not ALWAYS go the way I want*
- *Changing the way you think about unwanted life experiences helps reduce stress*
- *Acceptance of unwanted life experiences will help reduce stress*
- *Unwanted life experiences offer opportunities for growth and personal development*
- *Unwanted life experiences are not a threat to you or your self-worth*

Chapter 8

My Personal Development



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

Let the Reprogramming Begin

One of the most amazing discoveries you will find while learning and applying the **Fountainhead Method** is that no matter how long you have held a particular belief, change is still possible.

Before we begin this chapter, we wanted to share with you a testimonial from one of our clients named Graham. Graham attended our program with apprehension in 2009; he was concerned that change for him may not be possible. Here is what Graham had to say after the course.

For the full testimonial, view it online:

www.fountainhead.com.au

Graham's Testimonial

*I've felt it's just not possible to change, I've tried and I've tried. I've worked on things, I've read books, I've done all sorts of things but... nothing seemed to change. That's just me: I was born with this brain and I've been like this for a long time; I felt it's just the way I am. I've actually done two courses of the **Fountainhead Method** now. I know that changing the way you think requires reinforcement. Now I know; we change all the time, we learn, and as we learn we grow, our perspective on life and things change.*

I now know that it is possible to change; I know that growth and change are possible for me. That's what I now firmly believe. I know I've got a lot of work to do yet because I'm not there, but I know I'm well on the way.

It's like I use this little saying... 'Inch by inch', but there's only a foot to go, so it's not that far really and change is possible.

If you are currently a can't teach old dogs new tricks type of person, you may believe you are destined to think the same way forever. Once you learn the **Fountainhead Method**, you will discover that you will begin to think differently, and change starts now. The real and lasting change the **Fountainhead Method** creates not only relates to the way you think about stress, yourself and others, but also how you see the world and your place within it.

The one indisputable fact in life is that it is forever changing, and so are you. If you approach life by holding steadfast to a destination or acute goals of perfection, you are setting yourself up for an existence filled with stress and disappointment. Why? Life does not always go the way you want. And because of this reality, endless opportunities to improve and explore it continuously present themselves to you and the ones you love. You simply need to become more mindful of the lessons life teaches you. To do this, you will need to make some changes.

This chapter teaches you how to do just that; we teach you the final steps to change the way you think. The **Fountainhead Method** teaches you that living a life with minimal stress is only achieved through embracing and creating a life filled with learning. Learning comes in all shapes and sizes.

Surprisingly, often it is the unwanted experiences and the incorrect beliefs you have about them that provide life's most potent learning and opportunities for growth.

The **Fountainhead Method** also teaches you that you are always doing your best based on what you have learned from life so far. When you make a mistake or you want to try a different approach next time, you must extract the information you have learned by not getting life right, and mould that new knowledge into a learning tool for change.

We realise your beliefs around unwanted experiences can cause aggravation, sadness and suffering. The **Fountainhead Method** teaches you that it is how you think about those situations and experiences however, that dictate how long that suffering lasts and how much stress you allow it to cause.

We also know that unwanted experiences are just that, unwanted. You did not choose the experience, it just happened. Whether out of your control, in your control or unwanted, experiences result in serious learning. Use this inescapable fact to grow.

As you grow and develop, a few things naturally happen. You start to change the way you look at life. You discover that goals do not define you, but rather they guide you. Once you adopt this pathway, you eventually come to the realisation that life equals learning; growth and development lead to further growth and further development. Because of this, you begin to learn that experiences,

unwanted experiences, achievements and lack of achievements never take away your self-worth. You come to recognise they actually have nothing to do with your self-worth. They are all simply tools for change.

When you consciously make the decisions to change the way you think, unwanted experiences become the most powerful tools for change in your life.

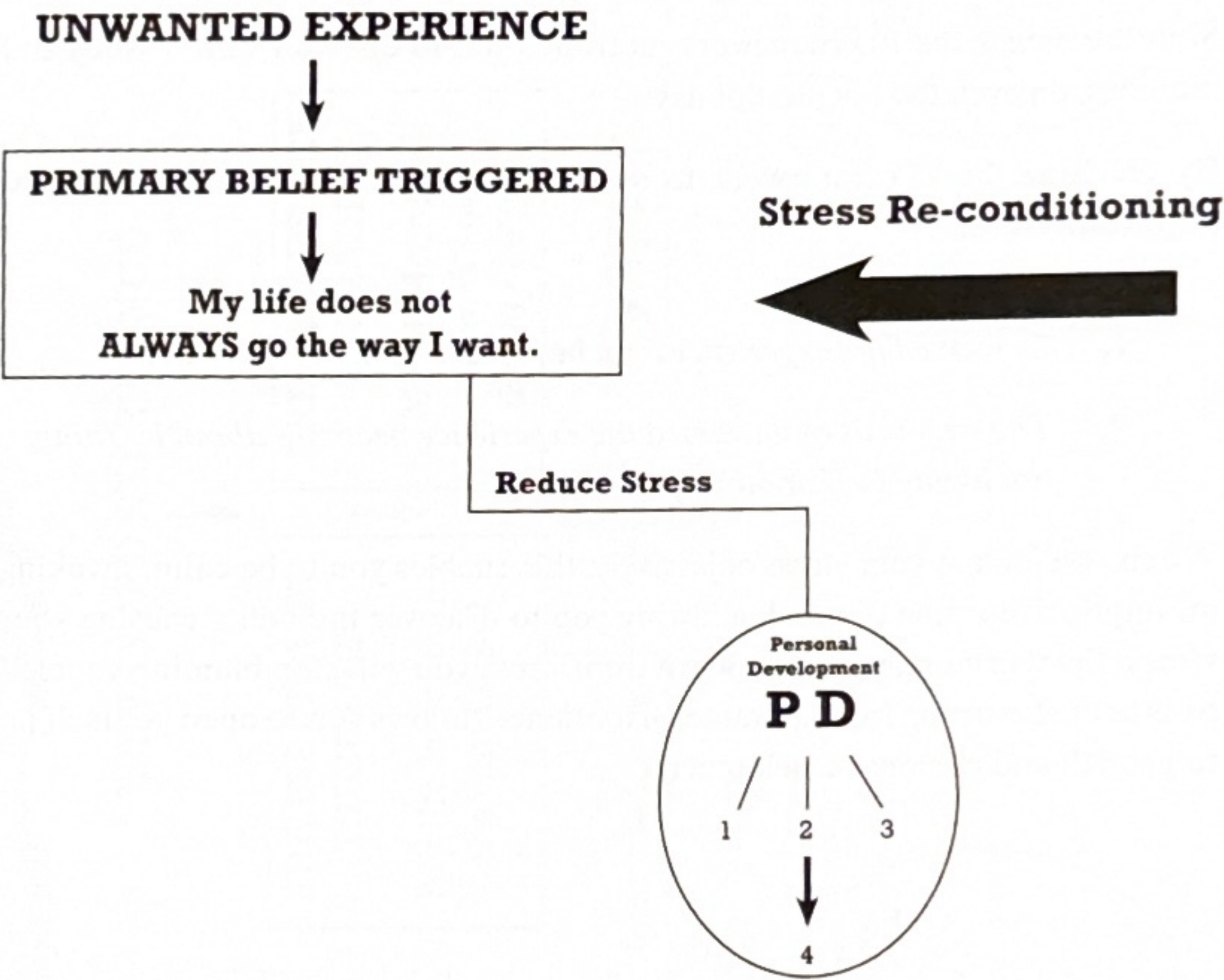
Some discoveries in science over the last twenty years support the foundations that the **Fountainhead Method** teaches. Changing the way you think is possible for anyone and it starts by reprogramming your brain.

In his recent bestseller, *The Brain That Changes Itself*, Dr. Norman Doidge articulates how the power of thinking can change the structure and function of your brain. The study of neuroplasticity (*neuron* – nerve cells in your brain and *plasticity* – meaning changeable, malleable and modifiable) actually give scientific credibility to this theory. Via vast case studies, Doidge shows how patients are able to reprogram their brain to act, re-act and to think differently. It is quite a powerful discovery. The revelations of his investigations have a lot of meaning to all of us that suffer stress as well. Anyone can change or replace a belief that causes stress. The ability for the brain to change the way it thinks is not hindered by age either. If you want to reduce your stress forever, your brain is capable of rewiring itself in response to that desire. You just need to train it. We now show you how.

In the following sections we reveal to you the cornerstone of the **Fountainhead Method** to stop reinforcing and start reducing your stress. We teach you how to replace the Get Your Life Right framework with a structure grounded in learning and personal growth.

Personal Development framework – accurate thinking

Changing the way you think is not a skill that comes naturally, to change the way you think requires dedication followed by repetition. In the short-term, changing the way you think requires you to replace your current approach resulting in stress with a new one that alleviates it. To stop reinforcing your stress caused by incorrect beliefs from the GYLR framework, the **Fountainhead Method** has created a Personal Development framework (PD).



PD is based on reflective and reflexive learning, enabling a deeper understanding about yourself and life. It is a tool for change that represents how life really works. It is grounded in accurate and objective thinking, which acts as filters for life’s unwanted experiences and incorrect beliefs. PD is the solution (and polar opposite) to the Get Your Life Right framework, which is based on your ever-changing subjective feelings and thoughts which allow you to strip away your self-worth.

The Personal Development framework has two real strengths:

- a. It is grounded in the facts of life experiences, and*
- b. It has been constructed around reality and is devoid of personal perceptions.*

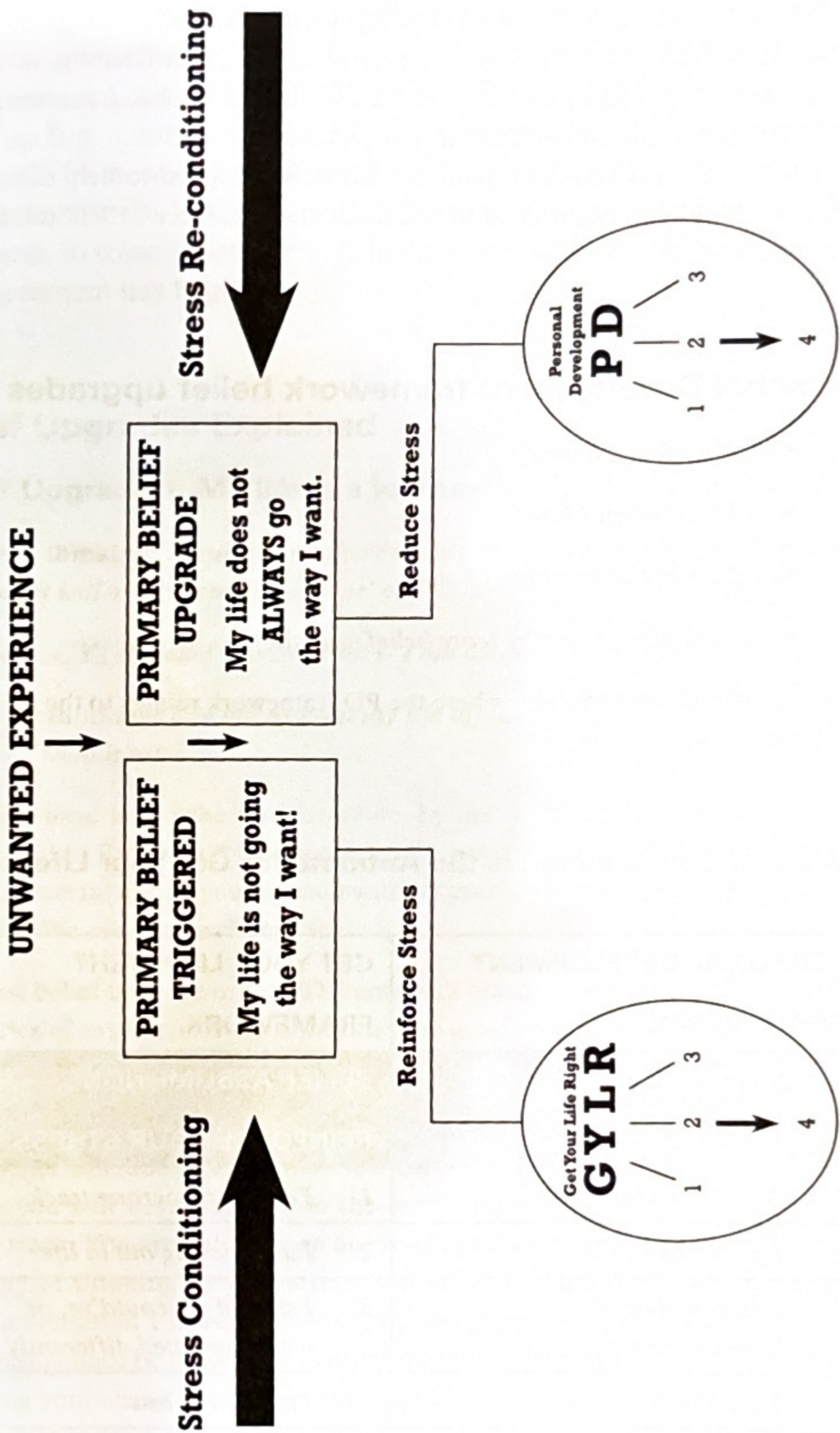
At the core, the PD framework emphasizes the importance of your development, learning and growth as a person. It teaches you how to reflect on and learn from life experiences as they unfold in a more objective, measurable manner.

Simultaneously the PD framework motivates you to discover new lessons and meaning on even the toughest of days.

By teaching the PD framework to over 4,000 people, we have learned two important factors:

- 1. Unwanted life experiences can be looked at objectively; and*
- 2. The emphasis of unwanted life experience becomes about learning, not blame (self or others).*

When you look at your stress objectively, this enables you to be calm, invoking an inquisitive frame of mind, allowing you to discover the belief causing your stress. Furthermore, when you learn from stress you will stop blaming yourself or others. Learning from unwanted experiences allows you to open yourself up to growth and personal development.



Before we introduce the Personal Development framework, a few points need to be covered. The PD framework has been placed in a user-friendly, numbered format consisting of four belief upgrades just like the GYLR framework. The belief upgrades are the antidote to the secondary belief assumptions in the GYLR framework. The PD framework has been designed to help change the way you think about unwanted experiences and incorrect beliefs reinforcing your stress.

Personal Development framework belief upgrades

- *My life is a journey*
- *I gain when I lose*
- *I do not always have choices*
- *I am always worthy (core belief upgrade)*

The following layout explains where the PD framework relates to the *one* cause of stress.

Personal Development is the Antidote for Get Your Life Right

PERSONAL DEVELOPMENT FRAMEWORK	GET YOUR LIFE RIGHT FRAMEWORK
BELIEF UPGRADES REDUCE YOUR STRESS	BELIEF ASSUMPTIONS REINFORCE YOUR STRESS
1. <i>My life is a journey</i>	1. <i>I am on the wrong track</i>
2. <i>I gain when I lose</i>	2. <i>I am missing out in life</i>
3. <i>I do not always have choices</i>	3. <i>I should've, could've, or would've acted differently</i>
4. <i>I am always worthy</i>	4. <i>I am worth-less</i>

The belief upgrades in the PD framework act as the antidote for each of the four belief assumptions in the GYLR framework. When the belief assumptions in the GYLR framework are triggered in your mind and they begin reinforcing your stress, you can use the belief upgrades in the PD framework to replace these thoughts. With practice, you will find using the PD framework helps to reduce your stress dramatically and, in some cases, it can help dissipate your stress before the reinforcement has begun.

Belief Upgrades Explained

Belief Upgrade 1. My life is a journey

Accurate thinking: *I understand there is only one path in my life, the one I will take and it will always consist of 'ups' and 'downs'*

Antidote: *GYLR Belief Assumption 1- I am on the wrong track*

Incorrect thinking: *I've got to keep my life off the wrong track to make life go the way I want it to!*

You may have heard the famous quote, by the American author/philosopher Ralph Waldo Emerson, "Life is a Journey, not a destination". Often you hear such a powerful quote, you repeat it without ever really giving its meaning much thought. We ask you to change that.

The first belief upgrade in the PD framework teaches you to recognise your life is a series of experiences. This includes the good ones, the unwanted ones and the ones that are out of your control. It is the total sum of these experiences that make your life a journey.

This belief upgrade teaches that you cannot get life wrong. It helps you to realise you will never end up on the wrong track in life because there is no wrong track. You are only ever on one track: your own unique journey. To apply this way of thinking to your stress, you must start the process of upgrading belief assumption 1 (incorrect belief) by accepting your past. You must realise your past cannot be erased, no matter how much you may like it to be. To begin reducing your stress you first must accept all of your life experiences, even the unpleasant ones.

“There is only
one path,
my life’s journey”

This belief upgrade teaches you there is no order to *get your life right*. Life is a journey of experiences and not a destination of achievements. Life is merely a process of learning. When you stop viewing unwanted life experiences as threats, it takes weight from your shoulders. This belief upgrade eliminates the intense pressure you have created for yourself. In the end, when you begin accepting, believing and practicing *My life is a journey*, you naturally stop reinforcing stress.



Belief Upgrade 2. I gain when I lose

Accurate thinking: *Having life experiences means I am always learning and receiving information that can be used for my personal development.*

Antidote: *GYLR Belief Assumption 2. I am missing out in life*

Incorrect thinking: *I am missing out on what my life needs in order to get it right.*

The second belief upgrade, *I gain when I lose*, teaches you to look for what you gained from your unwanted life experiences. This belief upgrade teaches even when you believe you have missed out on having the ideal experience you were striving for, you still received a life experience. Think about this sentence for a moment. ‘*You did not get the ideal life experience, but you still did have a life experience*’.

Now, let us take this further. The experience, even though unwanted, provided you with layers of valuable information about your life and yourself. You know it was not the ideal experience, and if you could have avoided it, you would have. The reality is however, it did happen and you must accept it. If you choose to fight against the reality of unwanted experiences, you are actually reinforcing your stress.

If you continue to use the Get Your Life Right framework you will find yourself going over and over the experience in your mind again, replaying what happened, and ultimately fuelling your stress.

Or, you can think differently about unwanted experiences. Belief Upgrade 2 empowers you to look for new pieces of information (review Experience Learning – Life Learning technique in Chapter 2) from unwanted experiences in order to learn from the experience itself. Learning is the key tool for change. When you revisit your history and unwanted experiences through a lens of learning, you open up a new pathway for personal development. You may not have had a choice in the experience, but you do have a choice concerning what you take from it. By looking for what you gain from life’s experiences instead of what you may have lost, you create the difference between reinforcing or reducing your stress.

‘I am still learning from life regardless of the experience’

Belief Upgrade 3. I do not always have choices

Accurate thinking: *Every decision I make is the best I can make based on what I know at the time.*

Antidote: *GYLR Belief Assumption 3. I could've, should've or would've acted differently.*

Incorrect thinking: *I or someone else should have done something different in the past.*

To upgrade the third belief assumption using the PD framework, you must first understand that you cannot just choose to make the right decisions. It is simply not possible. Your brain is constantly absorbing information which creates your beliefs and views on life. As a direct result, your knowledge is limited and restricted to what you have learned, what you have experienced and what you know at any particular point in time. Remember, Columbus did not know the earth was round; he had to learn it and experience it.

A life experience that requires a decision is only done so based on what you already know (Columbus was a sailor) and your priority in a given moment (he wanted to explore). Refer to Chapter 1 and the belief framework to view this in more depth.

Often looking back on your past experiences, you sometimes conclude there may have been better ways to have handled an experience. If you only had the chance, you 'could've' done something different. The problem with this thinking is that you did not come to this realisation without having the experience. Upon reflection, you now realise you made the best decision you could based on the information you had at the time. This is a crucial lesson to learn.

Belief Upgrade 3 teaches you that you only ever know what you know. You respond to experiences and unwanted experiences with maximum knowledge at precise moments. If you want to make different choices or different decisions in similar situations in the future, you must apply new learning and knowledge from your previous experiences.

Once you fully understand and integrate this third upgrade into your life, emotions such as guilt and blame are no longer as debilitating. The Personal Development framework teaches you that life is a constant learning process which produces an ever-changing journey. The end result is a deeper understanding of your life and yourself.

“At any given moment my knowledge and priorities ensure that I only ever make the best decision I can in that moment”

Belief Upgrade 4. I am always worthy

Accurate thinking: *No matter how my life's journey unfolds, I can never lose my self-worth.*

Antidote: *GYLR Core Belief Assumption 4. I am worth-less.*

Incorrect thinking: *Me and my life are worth-less because I did not get life right.*

Core belief upgrade 4 in the Personal Development framework eradicates the incorrect belief that your self-worth is measured by the achievement of your goals (as discussed in Chapter 3).

When you hold onto the belief that goals and achievements are the only way to increase or prove your self-worth, your life is a continuous struggle to succeed. There are many unnecessary problems and stress that arise due to this type of thinking. First, the meaning of *success* is extremely ambiguous due to how you and others interpret the word. Did you know Thomas Edison made over 1000 light bulbs before he created the one that actually worked? Did the 999 bulbs that did not work make him a failure? Was it the 1001 light bulb that made him a success?

The other biggest challenge with this thinking is that you place your self-worth into the hands of others. When you allow this to happen, you make yourself vulnerable to judgement and beliefs you may not share or even understand. Remember, people only know what they know and often know very little about your beliefs, how you learned them and why they are important and, of course, vice versa.

The **Fountainhead Method**, through the Personal Development framework, teaches you a very important lesson about your self-worth. Your self-worth is a natural by-product of your very existence, and regardless of how your life unfolds, your life's journey can never create a situation that can compromise your worth as a person.

Let us explain; being alive and being human automatically makes you part of the world's fabric. For starters, you have relationships with your family, your friends, your community, your environment, your nation and its neighbours. In each moment that these relationships advance, you are continuously being affected by every experience you encounter, while simultaneously affecting everything and everyone around you.

What this means is with every life experience, you are automatically contributing to your journey and simultaneously your personal development, in addition to adding threads to the world's fabric.

Every experience gives you information and knowledge that you can use for change in your life or others' lives. Your life experiences teach you lessons and those lessons can be used to help you grow. This has nothing to do with goals or achievement – it is automatic. Does a baby need to do anything besides exist for you to love and value it?

Your self-worth comes from your existence, the unique way you will interpret your life experiences, and how you pass this information on to others. Since you can only contribute the information learned from your own experiences, this makes your life's journey totally unique and filled with intrinsic value.

This process of learning and contributing is based on the ancient wisdom which Aristotle provided us with—his concept of '*cause and effect*'. That is, with every *action* there is a *reaction*. This could relate to a single thought through to a deed that changes the course of history.

So remember, while you are living your journey you are automatically learning and contributing to your life and others. This process automatically occurs and is your true self-worth.

“My real self-worth comes from my existence and the natural process that I am always learning and contributing to my life and the lives of others”

Helping You Identify Your Own Words

In the Personal Development framework, we have used specific phrases to capture the four belief upgrades. When you are practising using the PD framework to replace old patterns of thinking, it will be important you find words that express these same ideas, but relate to you. For this reason, we have created a common list of different words and phrases which represent each of the four belief upgrades. In the 28 Day Plan to Beat the Blues™ we ask you to create your own table.

Identifying Your Own Words diagram

1	MY LIFE IS A JOURNEY
	<i>There is only one path and that is my journey</i>
	<i>My life does not always go the way I expect</i>
	<i>Life is made of a series of ‘ups’ and ‘downs’</i>
	<i>Everyone has their own life journey</i>
2	I GAIN WHEN I LOSE
	<i>I learn from all life experiences</i>
	<i>I learn about my and others’ beliefs and views</i>
	<i>I learn from unwanted life experiences</i>
	<i>I learn about the different ways of life</i>
3	I DO NOT ALWAYS HAVE CHOICES
	<i>I can only choose from my beliefs</i>
	<i>I am always making the best decisions I know at the time</i>
	<i>Blaming cannot change the past</i>
	<i>I make decision based on my beliefs and priorities in that moment</i>
4	I AM ALWAYS WORTHY
	<i>My self-worth is not due to my achievements</i>
	<i>I am good enough</i>
	<i>Mistakes do not take away my self-worth</i>
	<i>I am always learning and passing on what I know to others</i>

Understanding the Difference: Self-Worth vs. Self-Esteem

A final aspect to make clear within the Personal Development framework is to understand the difference between *self-worth* and *self-esteem*. This is a commonly asked question we receive from our clients.

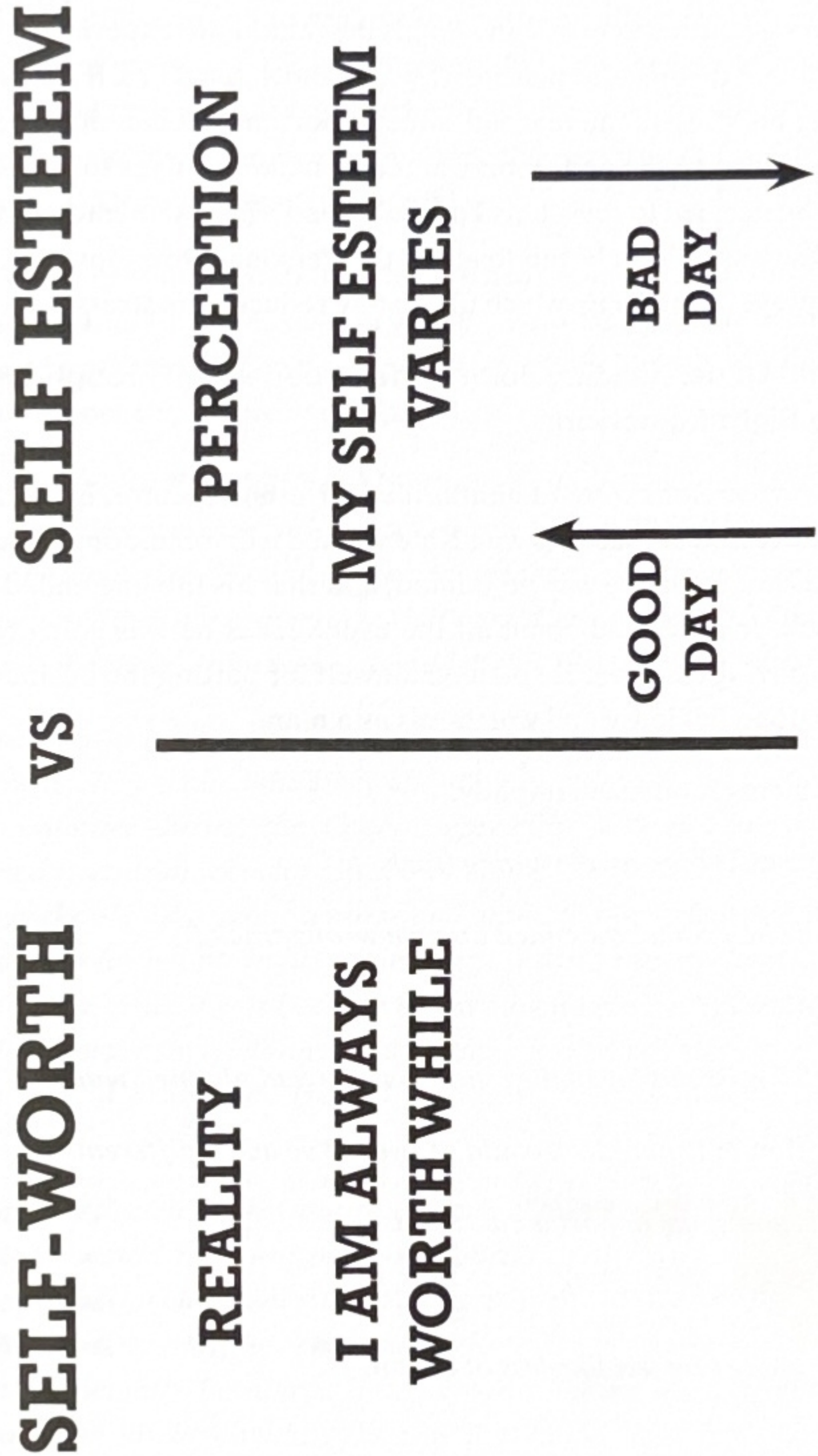
The meaning of self-esteem according to the Oxford dictionary is *confidence in your own worth or abilities*. This explains how the **Fountainhead Method** defines this concept; however, we take this meaning a little further. The **Fountainhead Method** teaches that your self-esteem is only your estimate of your self-worth and abilities. Your self-esteem is based purely on your perception, and your perception about your self-worth and abilities can change from moment to moment. The measurement of your self-esteem, unlike self-worth, changes due to your current beliefs and priorities in each experience.

For example, when you have a ‘good day’ and you feel you are heading towards your achievements, you perceive your self-esteem to be high. This is due to your belief that your life is going the way you want. There is no stress, you believe your abilities are not failing you and your self-worth is intact.

However, when your day is not going the way you wanted and you suspect your goals are in jeopardy, you perceive your self-esteem to be low. Again, this is due to your perception that life is not going the way you want, your abilities must be failing you and you believe this outcome will affect your self-worth.

The important point of difference between your self-esteem and self-worth is that it does not matter what level you perceive your self-esteem to be at. Whether high or low, this perception has no relation to your worth as a person. Unlike your perception of self-esteem, your self-worth is based on reality and is not based on external life experiences. Your self-esteem is merely a subjective perception of who you are and how you are feeling at any given moment.

You need to understand that your self-esteem will vary multiple times throughout the day; no matter what you are thinking and feeling during these experiences, your true self-worth has not been affected. Once you embrace this learning, you will know that having a ‘bad day’ no longer appears as a threat to your self-worth. Instead you will learn to examine unpleasant experiences objectively, as you look for the learning that comes from being part of this journey called life.



Personal Development Framework Example: John's divorce

In a Chapter 5, we learned about John and his unwanted life experience. John's thinking about his divorce from Kate revealed how the GYLR framework was reinforcing his stress. John learned some important information about his beliefs and his stress. In the end, John wanted to make changes to his life and how he felt. John decided to revisit his **Fountainhead Method** mentor. During a few additional sessions, John began to adopt the Personal Development framework and new ways of thinking, which ultimately reduced his stress.

Recapping and Understanding John's Life Experience Through the Get Your Life Right framework

In John's first few sessions with a **Fountainhead Method** mentor, he shared he was extremely stressed because his wife Kate wanted a divorce. John concluded that his life was not going the way he wanted, and that his life had ended up on the wrong track. John felt sad about all the experiences he was going to miss out on such as having children. He blamed himself for putting the business first instead of her. John felt lousy and worth-less as a man.

Here are statements John made initially:

Belief assumption 1: *I am on the wrong track*

"...he felt his life had somehow ended up on a wrong track."

Belief assumption 2: *I am missing out in life*

"...he would also miss out on all the other goals he had planned with her."

Belief assumption 3: *I should've, could've, would've acted differently*

"He began to regret some important decisions. . ."

Belief assumption 4: *I am worth-less*

"...the divorce made him feel like less of a man."

Understanding the Same Experience through the Personal Development Framework

John decided he wanted to make changes to his life. He wanted to move past his feelings of stress and disappointment. John decided to revisit his **Fountainhead Method** mentor to learn how he might approach this desire. During a few additional sessions, John began to adopt the new way of thinking provided in the Personal Development framework.

With John's new understanding, he learned some valuable information about himself and life. In a later session with his **Fountainhead Method** mentor, John was asked to share what he now understood about himself and life in regards to his stress about the divorce and Kate.

*The first thing his **Fountainhead Method** mentor asked him to do was to reflect on his overall experience. John recalled how he quickly felt his life was not going the way he wanted to. He had made a rather specific plan for getting his life right. This included having a marriage that would last a lifetime. This goal did not work out of course. John was sad and felt like his life was on the wrong track.*

After a series of additional questions, John began to realise life was full of 'ups and downs'. He recalled the story about his grandmother and how she divorced his grandfather during the Great Depression. The two separated, yet they remained friends and each moved on to have remarkable lives. Grandma went back to school and became a nurse and grandpa's farm began producing much needed food for people in his community. Each had a wonderful journey after their divorce. And, it was because of their divorce their lives turned out the way they did. Surprisingly, John began to dream about what new experiences his divorce would bring him. He still felt disappointment, but his stress began to fade.

*John also reflected on his desire to have children with Kate. Initially he told himself he would miss out on this opportunity. He then recalled that he had planned to adopt children. At that point, in the conversation with his **Fountainhead Method** mentor, he remembered Kate did not want to adopt children. John then actually became a little excited thinking about a child he may be able to share his love with. John saw that he would actually gain something very important from the divorce. As he sat in the chair thinking about children without a home, he began to stress-less.*

*The **Fountainhead Method** mentor asked John if he could have done something differently about the time he dedicated to Kate and the time he dedicated to his business. Immediately John sat up in his chair and said “no”. He was working long hours, to provide for his future family. At the time, he felt his relationship with Kate was strong. He actually did not regret the decisions he made. And, he did not blame the local business competition for the long hours even though he had to work overtime to cover his basic costs. The time he spent ensured steady income for his employees, who had families of their own. He thought to himself he had made the best decision at the time.*

*Towards the end of their time together, the **Fountainhead Method** mentor asked John if he still felt lousy as a man. John was quiet for a few minutes. He looked at his **Fountainhead Method** mentor, took a deep breath and started to speak very passionately. “I love Kate, and always will”. He then went on to explain all that he had learned from Kate and all that he had learned from his marriage to her. John realised Kate had taught him many things about himself and his beliefs, such as his beliefs about family, children, and his priorities with regard to business and relationships.*

*He began to think about how his beliefs and priorities around business helped him to develop a strong team, which ultimately made his business strong. He also began to think about his future and how he would love an adopted child to share his love with the same way Kate had shared her love with him. Finally, he realised Kate still loved him; she just wanted to go on a different journey. In the end, although he was sad to lose Kate, he was excited to pass on all he had learned from her to others in his life and new people that may one day enter into it. John realised the divorce was a life experience, and that his life would be made of many life experiences. All of those experiences made John the man he is today. He began to understand his new learning from his **Fountainhead Method** mentor that no life experience could ever take away or add to his worth as a person.*

John felt assured the next time he experienced stress with regard to thoughts about his divorce that he had the tools to reduce and even eliminate it.

By revisiting this example, you learn how differently John is now thinking, speaking and understanding in relation to the unwanted experience of his divorce. When he accepted the learning from his experience as opposed to blaming himself or Kate, he immediately began to stress-less. Let us see John's new understanding filtered through the PD framework.

Personal Development framework (PD) and John's Beliefs

Here are statements John is now making:

Belief Upgrade 1: *My life is a journey*

"...realise life was full of 'ups and downs.'"

Belief Upgrade 2: *I gain when I lose*

"...Kate taught him many things about himself and his beliefs... that he would actually gain something very important from the divorce."

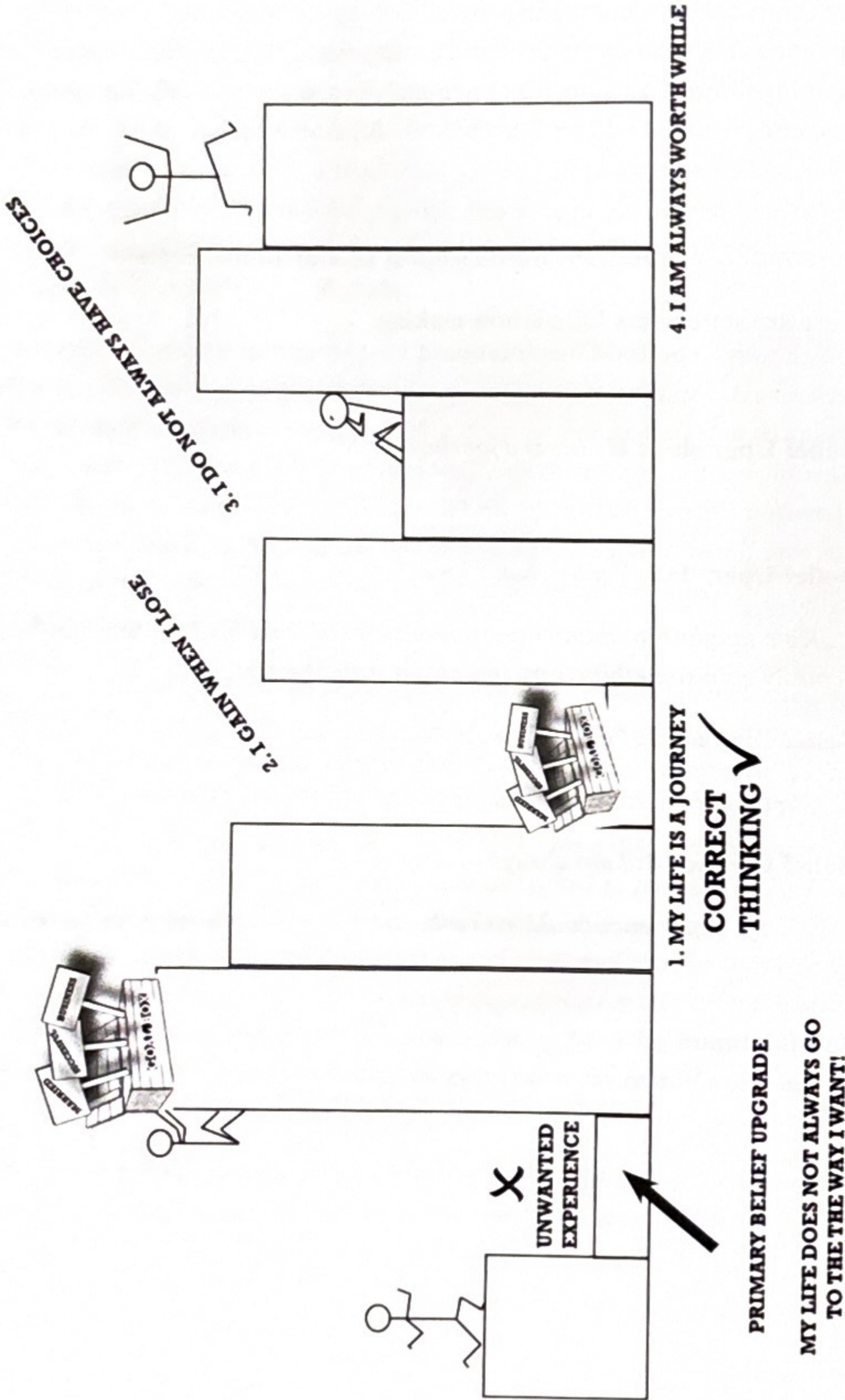
Belief Upgrade 3: *I do not always have choices*

"... He thought to himself he made the best decision at the time."

Belief Upgrade 4: *I am always worthy*

"... No life experience could ever take away or add to my worth as a person."

PERSONAL DEVELOPMENT FRAMEWORK



A New Way of Looking At Life

As we draw close to the end of this book, there has been a lot of new information presented to you. The most important message for you to take away is that for the rest of your life you are in a stage of learning. The **Fountainhead Method** is not a quick fix. It is not just another technique in the already saturated pile of self-help techniques. The **Fountainhead Method** is a process, a learning process that requires commitment, study, comprehension, acceptance and repetition. This commitment is a life commitment. If you want to reduce your stress and live more of a stress-free life, there is consistent and careful work to be done.

The following and final chapter is a 28 Day Plan to Beat the Blues™. We have created this plan to help you begin to move towards understanding yourself and your life without using a lens of blame or feelings of guilt. Follow this plan, practice what you learn, watch as you grow. You will quickly discover how your old way of thinking that causes you stress changes forever.

Remember when you are experiencing stress and it turns to illness knowing you are not alone will not be enough. Understanding and integrating the **Fountainhead Method** into your life to reduce your stress is the real solution. This is where real change starts and this change starts now.

Chapter 8: Key Summary Points

- *Changing the way I think is possible*
- *Personal Development framework is an accurate way to view life experiences*
- *Personal Development framework consists of four belief upgrades, which act as an antidote to each of the four GYLR belief assumptions*
 1. *My life is a journey*
 2. *I gain when I lose*
 3. *I do not always have choices*
 4. *I am always worthy*
- *Personal Development framework will reduce stress*
- *My life experiences are about learning*
- *My self-worth is complete due to my existence*
- *My self-worth is intrinsic due to my unique journey of learning and contributing*
- *My self-esteem is an estimated gauge of my life and is not reality*
- *I can learn to look at my previous life experiences differently to reduce my stress*

Chapter 9

28 Day Plan to Beat the Blues™



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

Introduction

What is the best way to stress-less? What is the best way to reduce your stress and to stop the incorrect thinking patterns which cause it? What is the best approach to making real and lasting change? To answer these questions you must first decide what type of change is required. Does stress cause you just a little tension? Or, have you lost confidence in yourself, or friends, or a partner you love because of your inability to handle stress well?

If you fall into the second group of stress-sufferers, you need to give this 28 day plan the time and the attention it requires to instigate real change. To do so, you must decide to take 28 days for yourself. You need to consciously move yourself out of your normal routine so that you can focus. You may perhaps decide to go on a holiday or a retreat. There are now many great environments that are equipped to facilitate this work. If you opt for a retreat, ask if they have a **Fountainhead Method** trained life coach available, as the guidance they provide is invaluable. If you can get to Maleny, Queensland we have a great facility there. Check out www.fountainhead.com.au for special rates and mention you read this book and the Anti-Depression Association of Australia will subsidise a portion of your stay.

Maybe you only have a spare week or two and cannot afford a 28 day retreat? If this sounds like you, contact the Stress Management Institute at:

www.stressmanagement-institute.com

Would you like to learn in the privacy of your own home? At your own pace? Or with mentored and peer support? We now offer Beat the Blues™ e-Learning programs at a fraction of the cost of a retreat stay. Scholarships and discounts are available for the unemployed, students and golden oldies. To change your life, 24 hours a day, visit Beat the Blues e-Learning options at:

www.BeatTheBlues.info

All facilitators are trained in the **Fountainhead Method**. Regardless of where you implement this plan, or if you decide to seek professional guidance, give yourself the time and space to commit to it.

Why 28 days? With almost a decade of practice, using the **Fountainhead Method** to help clients suffering from stress, experience has taught us that the time it takes to make a change can be measured. The process of changing the way you think takes a commitment of no less than 28 days; 7 days to educate yourself and the remaining 21 days to assimilate this new information and learning. Science also teaches us that it takes 21 days to create a new habit.

When you are learning new information, your brain begins to form new neuron pathways, that is, new ways of thinking. The 28 Day Plan to Beat the Blues™ takes you through techniques and exercises that enable you to replace your current way of thinking that causes stress with a new way of thinking that reduces it. You must consciously begin to make and use the new neuron pathway frequently before it becomes effortless.

To understand this process better, think of a neuron pathway like a disjointed track which eventually becomes a smooth road. A track is challenging to drive down when shrubs are growing in the ruts. It is not until you drive down the track regularly, clear the shrubs and lay a little pavement that the track becomes useable. Eventually, the track becomes a clear and defined road which you now drive down with ease.

As you go through this plan, some of The **Fountainhead Method's** terms and key concepts will seem foreign. They will be challenging to accept and at times perhaps even difficult to remember. However, with practice and dedication, this plan provides tools for change that reduce stress in your life forever. Just remember, change only starts with you and change starts now.

Week 1: 28 Day Plan to Beat the Blues Action Chart

Educate yourself

ACTION PURPOSE	
Task 1 Read the book	Learn from a new experience
Task 2 Highlight key areas	Get clear on key concepts and pinpoint areas that challenge you
Task 3 List YOUR stress	Isolate one prominent issue of stress in your life and use this 28 day plan to reduce it

Week 2: 28 Day Plan to Beat the Blues Action Chart

Self-discovery: understand your stress, what is my stress, what are my belief assumptions about my stress and where did I learn this way of thinking?

ACTION	PURPOSE
Task 4 Re-read Chapter 2	Get clear on three ways you learn
Task 5 Create your 'belief timeline'	Identify your thoughts and feelings around your current number one stress. Isolate how you learned the thinking driving this stress
Task 6 Re-read Chapter 3 on goals	Get clear on how you allow goals to cause you stress
Task 7 Understanding my goals	Understand what is inside your Goal Box and the beliefs behind your selections
Task 8 Is my self-worth attached to my goals?	Link your incorrect beliefs with your use to link your self-worth to your goals

Week 3: 28 Day Plan to Beat the Blues Action Chart

More self-discovery: understand your stress and how you try to
Get Your Life Right

ACTION PURPOSE	
Task 9 Re-read Chapter 5	Get clear on the ways you try to Get Your Life Right (GYLR) and how that causes stress
Task 10 Self evaluation questionnaire	Understand how you learned stress-based thinking patterns, how they were established and how they are causing or reinforcing your stress today
Task 11 Take steps for understanding your incorrect thinking	Introduce yourself to how you currently use the Get Your Life Right framework to reinforce your stress
Task 12 Post evaluation questionnaire	To further show you how you use language to confirm or reinforce your stress
Task 13 Creating your own GYLR word table	Show how your language and beliefs coincide and confirm your current GYLR framework
Task 14 Re-read Chapter 6	Get clear on the correct thinking concerning goals (the way they can reduce stress
Task 15 Goal setting, to stress-less	Learn how to set goals with a stress-less understanding about them

Week 4: 28 Day Plan to Beat the Blues Action Chart

Reduce your stress: observation and reflection

ACTION PURPOSE	
Task 16 Re-read Chapter 7	Get clear on the antidote to the one cause of stress
Task 17 How to upgrade your stress	Practice replacing the 4 belief assumptions with their 4 belief upgrades
Task 18 Re-read Chapter 8	Get clear on the power of the Personal Development (PD) framework.
Task 19 Create your own Personal Development word table	Get clear on how to use the PD framework as the antidote to GYLR
Task 20 Journal writing	Get clear about your thoughts and thinking patterns that cause and reinforce your stress
Task 21 5 step process	Use a technique that reduces the amount of time you experience stress

Week One: Your Education

Days 1-7

Start by making your first commitment to change, today. Schedule time in your diary and in your life to do these first 3 tasks:

Task 1: Read this Book within 5 Days

Find a quiet place and allocate time to read this book. If you have read it, read it again so the information is clear and fresh. Follow the plan and make sure you find a neutral place that has no distractions.

Day 1

- ☒ *Read Introduction, Foreward, Chapter 1 and Chapter 2*

Day 2

- ☒ *Read Chapter 3 and 4*

Day 3

- ☒ *Read Chapter 5*

Day 4

- ☒ *Read Chapter 6 and 7*

Day 5

- ☒ *Read Chapter 8 and 9*

Task 2: Highlight Key Areas

Day 6

- ☒ *You will need two different coloured highlighters; pink and yellow*
- ☒ *Highlight key points and challenging areas (use the 28 Days to Beat the Blues – Understanding Stress workbook, if you have one)*
- ☒ *Use pink to highlight key areas/points in the book you believe are important; these areas and points reveal content you will reflect back on while reading this book now and in the future*
- ☒ *Use the yellow highlighter to mark the areas/points that you find challenging; these areas and points indicate you will need to dedicate more time and work in order to change that way of thinking*

Task 3: Choose a topic that causes you stress

Day 7

- ☒ *Make a list of five key topics in your life which you are stressed about today. These topics can be from your past, present or future*
- ☒ *Place them in order of priority (one is the most stressful and five the least)*

Your number one stress is the main focus you will work on throughout this book and while you work through your plan.

Topics in life you are stressed about today:

1

2

3

4

5

Task 3: Choose a topic that causes you stress

Day 7

- ☒ *Make a list of five key topics in your life which you are stressed about today. These topics can be from your past, present or future.*
- ☒ *Place them in order of priority (one is the most stressful and five the least)*

Your number one stress is the main focus you will work on throughout this book and while you work through your plan.

Topics in life you are stressed about today:

1

2

3

4

5

Week Two: Your Self-Discovery
Days 8-9

Getting to Know Your Beliefs around Stress

Every time you experience stress, it is due to the way you are viewing your life experiences. How you view life experiences is due to your beliefs. All of your beliefs you have learned are based on your interpretation of external information. The words and language you use around stressful experiences identify and reveal the beliefs you are holding.

This next task helps you begin brainstorming the words you use around your current stress to discover the link between what you believe about your stress and where you learned to think this way.

Task 4: Re-Read Chapter 2 on Learning

Familiarise yourself with the three ways of learning.

Task 5: Creating Your Belief Timeline

Create your unique 'belief timeline'. This will help you identify your thoughts and feelings around your stress. This task provides an understanding about your past learning and how it is linked to your present reality. This task teaches you to view your stress objectively and to minimize the blame you place on yourself and others for certain beliefs and unwanted experiences.

- ☑ *On a piece of paper draw a horizontal line in the middle of the page*
- ☑ *Write your main stress on top of the line and in the middle (the one you listed in Task 3)*
- ☑ *In a circle around your main stress, write a list of thoughts, words and emotions expressing how you view your stress*
- ☑ *Start with the earliest thoughts/beliefs about your stress right through to the most recent thoughts/beliefs (remember back to the three ways of learning: observation, self-experience and convinced by others)*
- ☑ *Write as much information as possible concerning each thought, belief or feeling. And remember, this reflection is about your number 1 current stress you listed in Task 3*
- ☑ *On the bottom left of the page, write two questions: "How did I learn this belief? Whom did I learn this/these beliefs from?"*
- ☑ *After you finish the circle, go find the words and phrases in the circle that answers the two questions you have written on the bottom left of the page*
- ☑ *Refer to Chapter 2 and the Sunday roast example to trigger your memory in the ways in which you learn information and beliefs*

Day 10-11

Task 6: Re-Read Chapter 3 on Goals

Now that you have reviewed your beliefs around your number 1 stress, we ask you to reflect on your personal goals to see if there is a link between your stress and the goals in your Goal Box.

To really understand your goals, you need to understand what is inside your Goal Box and the beliefs behind your selections. The following questions help you ascertain what goals you have, why you have them, and how you currently view these goals. You will soon discover the way your view your goals is more than likely adding to your stress. Once you have finished the questionnaire, reflect on your answers objectively.

Remember this week is about self-discovery.

Task 7: Understanding Your Goal Box Questionnaire

- ☒ *Find a quiet place.*
- ☒ *Read through questions and answer as you interpret it.*
- ☒ *These are your reflections so there are no right or wrong answers.*

Personal Goal Questionnaire

1. *What do you want to achieve in order to have a happy and/or successful life?*

2. *List 3 separate goals. For example, mortgage paid, be a great parent, help others, be a good partner.*
 - a.
 - b.
 - c.

3. *What made you first think of these goals?*

4. *What age were you when you first thought these goals were important for your life?*

5. *If your goals were achieved, whose recognition, besides your own, would you want? Friends? Family? Colleagues?*

6. *Why would you want their validation? Is it for approval, recognition, or love?*

Day 12-14

Now you have ascertained what personal goals you have inside your Goal Box, the next task helps you clearly identify if you have your self-worth attached to your goals. This task is important because, if you have your self-worth attached to your goals, you will experience stress by not achieving them. And, you may even stress if you do achieve them.

Read the next example that has been taken from Chapter 3.

After you read it, we ask you to go through a similar reflective process to determine if your self-worth is attached to your goal/s. You will gain this knowledge by clarifying your answers the way John has.

When filling in your own answers try to look past the obvious rewards of your goals. The power of this task lies in the ability to examine the beliefs and the emotions these goals trigger. For example: I now believe I can be 'happy' or a 'better person' now that I have achieved something valuable to offer.

Example from Chapter 3

John's personal goal: Own a business.

The achievement: Being a successful businessman. The belief John holds that influenced him to set this goal: His dad respects business leaders.

Where did John learn this belief: John's dad told him successful businessmen are respected and always get the girl.

How will John gain his self-worth if he achieves this goal: Recognition and approval from his father and status to find the perfect partner. John gains his father's respect.

How will John lose his self-worth if he does not achieve this goal: John believes his father does not respect him. John believes he is not worthy enough to find a life partner.

If John reaches his goals can he still feel *worth-less*? Yes. For example, John feels he did not get the respect from his father he deserves. He feels he did not earn enough profit even when the market was strong. His dad does not like his wife.

Task 8: Is My Self-Worth Attached to My Goal/s?

Now go through a reflective process similar to John.

Answer the following questions. Remember, reflect back on the beliefs which are driving the goal. It may take you a few days to isolate the beliefs and relevant experiences and learning that is behind them. Find a quiet space and answer the questions now. Be honest with yourself as well.

What is your most important, personal goal right now?

What do you hope to achieve by having this goal?

What is the belief you hold that influenced you to set this goal?

Where did you learn this belief? Where does it come from?

How will you gain your self-worth if you achieve this goal?

How will you lose your self-worth if you do not achieve this goal?

*If you reach this goal and do not get the recognition you desired, would you feel **worth-less**?*

Task Conclusion

By reflecting on your answers, it will be clear whether you believe your self-worth is attached to the outcome of your goals and if this belief is adding to your stress.

Week Three - Upgrading Your Self-discovery

Day 15-16

Task 9: Re-Read Chapter 5

The following tasks help you identify the Get Your Life Right framework pattern of thinking in your life. Understanding this way of thinking will help you understand your stress. As you go through this task, keep your number 1 current stress in mind.

Task 10: Getting to Know Your Belief Assumptions; Self-Evaluation Questionnaire

This task will help you understand where and how your beliefs and emotions about life and around your stress were created. The answers to your beliefs will also help reveal if you are viewing life through the Get Your Life Right framework which reinforces your stress. The next task also helps to pinpoint which particular belief assumption you view your life through when experiencing stress.

Remember, when you evaluate your thinking patterns, past memories can be triggered. It is important to remember not to place blame on yourself or anyone else in this process. Be mindful to allow time to understand and accept your realisations, as this will be a critical part of your growth.

- ☒ *Allocate uninterrupted time to do this task (takes approx 45 mins)*
- ☒ *Organise (if possible) for someone to ask you the questions. This allows you to be focused entirely on answering the question. If no one is around to help, you will be fine on your own*
- ☒ *Do not change or re-write your answers*
- ☒ *Write down answers word for word. Your choice of words will reveal your beliefs in the Get Your Life Right framework*
- ☒ *Answer each question as honestly as you can*
- ☒ *Understand how your thinking patterns were established*

Self-Evaluation Questionnaire in Relation to Your Number 1 Stress Today

1. *How would you describe the type of family you have?*
2. *How would you describe your role within the family?*
3. *Describe a particular memory from your childhood that creates stress for you today.*
4. *Whose fault was it that this experience happened to you?*
5. *Does this memory relate to your main stress you are experiencing today?*
6. *If yes, describe how it relates?*
7. *How has this experience affected how you feel about your self-worth today?*
8. *Are you happy with your life right now? Why? Why not?*
9. *Do you think your life has gone wrong or is going wrong? If yes, describe in one paragraph why.*
10. *Who is to blame for your stress? Is it you or someone else? List that person(s).*
11. *What have you missed out on? What do you need in order for your life to be going 'right'?*
12. *In one sentence, how would you describe the type of father (or primary guardian) you had?*
13. *If your father was trying to describe you and your life, what would he say?*
14. *In one sentence, how would you describe the type of mother you had?*
15. *If your mother was trying to describe you and your life, what would she say?*

Day 17

How to Understand Your Information

Now you have completed Task 9, review your answers via the Get Your Life Right framework. In the next task, you are looking for keywords that fit into the four belief assumptions.

The four belief assumptions are the incorrect thinking patterns that reinforce your stress and the Get Your Life Right framework.

Belief Assumption 1: I am on the wrong track.

Belief Assumption 2: I am missing out in life.

Belief Assumption 3: I (or someone else) should've, could've or would've acted differently.

Core Belief Assumption 4: I am worth-less. The 'core' distinction is due to the fact that all stress ultimately becomes reinforced when you try to protect or increase your self-worth; review Chapter 3 as needed.

Task 11: Take Steps to Understanding Your Incorrect Thinking

- ☒ *Review your answers in Task 9 as you look for the keywords that match one or all of the four belief assumptions*
- ☒ *Then go back over your answers in Task 9 and highlight the words that you think match the belief assumptions in the GYLR framework*
- ☒ *Use the GYLR word table in Chapter 5 for examples of words*
- ☒ *Write which number the word highlighted represents in the GYLR framework*
- ☒ *For example: Q6 Answer: I missed out on (2) my chance to get married and I really wanted a family, I guess I was not good enough (4) to find a partner*

Day 18
Concluding Task 10 and 11

To help you understand your answers and their relation to your main stress in Task 10 and Task 11 you need to complete the following questionnaire.

This questionnaire helps you realise if you are viewing your stress through the GYLR framework and if so, which one of the belief assumptions you resort to when experiencing stress.

Task 12: Post-Evaluation Questionnaire
(to help you understand your belief assumption in more detail)

1. Write, in the space provided, three of the most repeated words from your answers used in your questionnaire.

Word 1: _____

Word 2: _____

Word 3: _____

2. Which one of the belief assumptions do they match?

Word 1 matched No#: _____

Word 2 matched No#: _____

Word 3 matched No#: _____

3. Count how many of each belief assumptions you circled. Then place in order from most frequent to least frequent.

E.g. Belief assumption No 1 = 14 word match, etc.

No 1 =

No 2 =

No 3 =

No 4 =

4. Which one of the belief assumptions appeared the most through your answers? (The answer is your predominant belief assumption. This reveals how you will view life when you are experiencing stress).

Your predominant belief assumption is:

5. Was discovering your predominant belief assumption a new learning for you?

6. Where do you think you adopted this way of looking at life?

7. How do you try to get recognition for your self-worth? From whom?

Days 19-21

In this next task, you are to create a GYLR table of your frequently used words. These are the words you are most familiar with which express the GYLR framework. By doing this task, it will help make learning and retaining the four belief assumptions easier.

Task 13: Creating Your Own GYLR Word Table

- ☒ *On a piece of paper draw a four window table (refer to table in Chapter 5)*
- ☒ *Write down five of your own words or phrases in each window that you use to express the four belief assumptions*
- ☒ *Keep this table only visible in your home or office while you are learning to identify the GYLR framework in your language*

Task 14: Re-Read Chapter 6 on Goals

Now that you have a new understanding of the true purpose of goals, it is time you experimented with this learning by doing some goal setting. Only this time, you can set your personal goals without the fear of failure or decreasing your self-worth. Instead, you can set your goals with the excitement of learning.

Task 15: List Goals with a Stress-Less Understanding About Them

- ☑ *On a piece of paper place a circle in the middle (enough to cover 1/8 of the page)*
- ☑ *Draw five lines coming out of the circle, using the whole page*
- ☑ *On each line place a single topic e.g. relationships, work, etc*
- ☑ *These will be the topics that guide your personal goals*
- ☑ *Now write a goal you have beside it and for each topic; for example, relationships: find a partner and get married*
- ☑ *Remember, as you write your goals think of your new learning (that goals and their achievement do not equal your self-worth)*
- ☑ *Now on the other side of the line write what you could learn about yourself or life if you did not attain that goal*
- ☑ *For example, relationships; I am still worthy even if I am not married and I am learning to enjoy my own company while I am single*

Week Four: Learning to Change
Day 22

Task 16: Re-Read Chapter 7

After you have re-read Chapter 7 fill in the blanks in this checklist. This is a great way to help you remember the incorrect belief assumptions in the Get Your Life Right framework and upgrades used in the Personal Development Framework.

Task 17: How to “Upgrade” Your Stress

GET YOUR LIFE RIGHT	PERSONAL DEVELOPMENT
Belief triggered	Belief upgrade
Primary belief	Primary belief upgrade
GYLR Belief assumption 1	PD Belief upgrade 1
GYLR Belief assumption 2	PD Belief upgrade 2
GYLR Belief assumption 3	PD Belief upgrade 3
GYLR Belief assumption 4	PD Belief upgrade 4

Day 23

Task 18: Re-Read Chapter 8

Get clear on the power of the Personal Development framework and how it provides learning and growth – and ultimately how it helps you to stress-less. Get extra clear on how you can use it to replace the Get Your Life Right framework responsible for causing and reinforcing your stress.

Task 19: Create Your Own Personal Development Word Table

In this task, you are creating a table of words you use to frame your unique Personal Development framework. You will use this table to replace the GYLR pattern of thinking. Make sure to choose words that are easy for you to use and remember. Each time you find yourself looking at life through one or all of the four belief assumptions in the GYLR framework, you will now have the tools to replace that belief assumption with your new belief upgrade. By completing this task, it will help make learning and retaining the four belief upgrades easier.

- ☑ *On a piece of paper draw a four window table (same as in Chapter 8)*
- ☑ *Write down five of your own words or phrases in each window that you use to express the four belief upgrades*
- ☑ *Place this visible and next to your table of GYLR in your home or office. Again, when you catch yourself thinking along the lines of the GYLR, stress-based thinking, replace it immediately with your new words from the PD framework, the stress-less based thinking*

Days 24-28

This last week of the 28 Day Plan to Beat the Blues™ has had a few action items, yet it is primarily about observation and reflection on what you have learned so far. As you come to the end of each day, sit in a quiet place for 20 minutes and write in your new journal. Be advised early on, this journal is not your typical Dear John type of writing. The purpose of this journal is to become clear about your thoughts and thinking patterns that cause and reinforce your stress. The key of the journal is to become extremely aware of your thoughts and the words that reflect these thoughts. Don't stray, keep the focus of your journal on your stress.

You are to journal daily during the remaining 7 days of this plan. However, to change the way you think, act and re-act differently, we strongly recommend you continue your journal because no matter how familiar you become with this new way of thinking, you have had years of stress conditioning. You now need additional time for stress re-conditioning.

Task 20: Journal Writing

- ☑ *Purchase a book to record your journal*
- ☑ *Make sure you have your yellow and pink highlighters*
- ☑ *Select a consistent time each evening that you can spend 25 mins writing your journal. Try not to leave it too late in the day, as you want to still be sharp and alert*
- ☑ *Reflect back on your day, think of each time today you felt stress*
- ☑ *Write about these thoughts and experiences for 10 minutes (set the timer if necessary). Do not analyse, just write*
- ☑ *Once you have written down your thoughts and experiences that made you feel stressed during the day, spend the next 5 minutes to highlight all the words and phrases you used to describe the stress. Use your yellow highlighter*
- ☑ *In the remaining 10 minutes, use your pink highlighter to mark the words or phrases used from the PD framework, to upgrade and change the way you think*

Task 21: 5 Step Process

This next task is a technique that can be used each time you are experiencing stress. It is called the 5 Step Process. When you find you are experiencing stress, stop, sit down and on a piece of paper do the 5 Step Process. You will find each time you use this technique that the duration you spend experiencing stress will dramatically reduce.

You should be able to reflect on your learning in this 28 day plan and to input the answers to each step with ease. If you cannot, revisit the section in the plan which requires more learning on your part.

Step 1. The Experience Write down the details of the experience that triggered your stress. Recapture specific words, keep it simple and list the facts only.	
Step 2. The Belief Write down what belief was triggered around your stress. Ask yourself, "What did I believe in order to get stressed?"	
Step 3. The Emotion Write down what emotions were triggered due to you experiencing stress.	
Step 4. GYLR Framework In one paragraph, explain how you were interpreting your stress based on the GYLR framework.	
Step 5. PD Framework In three paragraphs, rewrite your interpretation using the PD belief upgrades to replace the GYLR way of thinking. By doing this you will discover your stress will reduce and even dissipate.	

Enjoying Your Journey

Now you have come to the end of the 28 Day Plan to Beat the Blues™, it is important to remind you that change only happens when you are ready; lasting change happens through hard work and dedication.

As you have learned in this book, changing the way you think is possible. The **Fountainhead Method** does not guarantee life will always go the way you want, but we do guarantee each experience you encounter will help you to grow and develop as a person.

Read and re-read this book, and make a conscious decision to dedicate your life to understanding and accepting all of your experiences. In the end, it is your experiences that make up your unique journey and your entire life.

Enjoy your journey...

Remember life is about learning...

Beat the blues and live stress-less...



MICHELLE MARK was born at Shepparton, Victoria, Australia in 1979. As a teen Michelle moved to Melbourne to develop a career as a trainer. As her career successfully grew, she travelled the world looking for answers to philosophical questions.

Upon returning to Australia, Michelle visited the Fountainhead Organic Health Retreat for a short stay ... and never left! Michelle now is an author and founder of The Mentoring Institute of Australia: an ADAA nationally accredited training organisation specialising in the training of Mentors and Life Coaches in the Fountainhead Method. One successful strand of this method is outlined in this book.

WAYNE PARROTT was born at Redfern, Sydney. Endowed with an entrepreneurial spirit since the age of 17, his dream of opening a complementary health retreat was driven by his mother's battle with cancer, early in his youth. Within three years of a fortuitous meeting with Australian identity Dick Smith, Wayne had planted the first organic tree at Fountainhead Organic Health Retreat, today the biggest centre for education of stress related illness in the world.

Wayne is now focusing on delivering a series of books using the Fountainhead Method, targeting specific issues such as alcohol, anorexia and self esteem. He is Chairman and founder of the Anti-Depression Association of Australia.

The First Book to Clearly Explain the One Cause of All Stress

Learn what most experts do not know and certainly are not teaching. Learn the secret of never having another bad day. Learn how to turn every tough situation to your advantage.

After Reading this Book...

- You will discover a better understanding of stress
- Understand the pattern of thinking that is depression
- You will learn to replace these inaccurate thought patterns
- You will know how to make this method a new way of life
- You will understand how to help others with this information
- Share this information with others to help prevent stress related illness
- You will have learned a new way of looking at life



THE
FOUNTAINHEAD
METHOD™
You Are What You Think

Michelle Mark, one of the original developers of the Fountainhead Method, together with Wayne Parrott, founder of the world famous Fountainhead Organic Health Retreat and Chairman of

the Anti-Depression Association of Australia, join forces to share their story. Between them their programs have provided help and relief for over 4000 clients world wide, many of them now claiming a cure. Nearly a decade of practical experience creating almost miraculous results, squeezed into one small book.

10% of profits from this book are donated to:



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